



## Simas Go Public Innovation in the Orderly Administration of Correspondence in the General Bureau of the Regional Secretariat of East Java Province

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### ABSTRACT

This study examines the SIMAS Go Publik innovation implemented in the General Bureau of the Regional Secretariat of East Java Province as an effort to improve administrative orderliness of correspondence, as well as the obstacles faced in its implementation. This innovation aims to increase transparency and accountability in administrative correspondence through online letter tracking features, which are designed according to the needs of the community and government agencies. This study uses the innovation attribute theory approach by Rogers, which shows that SIMAS Go Publik has relative advantages, suitability, and ease of observation, so that it can be accepted by the community. However, this study also identified several obstacles in implementation, such as resistance to change from employees, limited resources, and the need for more intensive training to ensure a good understanding of this new system. The results of the study indicate that although SIMAS Go Publik has succeeded in increasing administrative efficiency and strengthening relations between the government and the community, challenges in adapting to work culture and using new technologies still need to be overcome to achieve sustainable success.

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## **INTRODUCTION**

Public services carried out by local governments have an important emotional dimension, because they create a good relationship between the community and the government. Based on Law of the Republic of Indonesia Number 25 of 2009, public services are a series of activities to meet the needs of citizens for goods, services, and administrative services provided by organizers (Saputro, 2023). In this context, the use of technology in the field of archiving becomes crucial. Archiving involves managing archives, including recording, handling, and maintaining files that are important to the organization. With the implementation of an appropriate system, archive management can be carried out efficiently and responsibly (Mukarom & Laksana, 2015). According to the instruction of the President of the Republic of Indonesia Number 3 of 2003, the development of e-Government aims to improve the quality of public services effectively and efficiently, and archival institutions in Indonesia have begun to adopt the Gov 3.0 approach in managing archives (Marwiyah, 2023).

Archive management, both dynamic and static, is regulated in the Government Regulation of the Republic of Indonesia Number 28 of 2012, which emphasizes the importance of an efficient and systematic archive control process. This includes the creation, use, maintenance, and reduction of archives (Barakati et al., 2024). Good archive management is very important for organizations, especially government institutions, because it is related to the management of letters. Regulation of the Head of the National Archives of the Republic of Indonesia Number 33 of 2012 provides guidelines for the management of incoming and outgoing letters, as well as the disposition of letters between work units. Thus, the implementation of a good system in archive management not only increases efficiency, but also supports transparency and accountability in public services (Prasti et al., 2023).

East Java Governor Regulation Number 108 of 2021 stipulates that the General Administration Section has important tasks in managing vehicles, correspondence, and archives, and is responsible for preparing materials for monitoring and evaluation in the field of administration. Meanwhile, Law Number 43 of 2009 concerning Archives emphasizes the importance of organizing archives in accordance with applicable principles and standards, in order to ensure the availability of authentic and reliable archives and protect state interests and community rights. However, in the Strategic Plan (RENSTRA) document, there are still a number of problems that indicate that services in the General Bureau are not optimal, which need to be addressed to increase the efficiency and effectiveness of archive and correspondence management.

Table 1 Inhibiting and Driving Factors for Achieving the Vision, Mission and Programs of Regional Heads and Deputy Regional Heads

Vision: To create a just, prosperous, superior and moral East Java society with good governance. participatory, inclusive, through collaborative work and a spirit of mutual cooperation				
No	Mission and Programs KDH and Deputy KDH	General Bureau Service Problems	Factor	
			Inhibitor	Driver
(1)	(2)	(3)	(4)	(5)
1.	Mission 3: Clean, Innovative, Open, Participatory Governance Strengthening Civic Democracy to Provide a Social Space that Respects the Principles of Diversity			
	Home Service Improvement Program	Still Suboptimal Management and Utilization of Buildings/Offices Which Managed by General Bureau Maintenance of Facilities and Infrastructure Managed by the General Bureau is Still Less Than Optimal Lack of Adequate Human Resources The Number of Leadership Activities is Difficult to Predict; The number of guests is difficult to predict.	The budget planning system is still not right Limited HR Competence Institutions that still need to be reorganized	Excellent Service from Employees in the Regional Secretariat and the Community
	Service Program in the Field of Financial Administration of the Regional Secretariat	Lack of Coordination regarding accrual systems and accounting reporting Lack of accounting graduates in the General Bureau not enough Orderly Asset administration in the East Java Provincial Secretariat	The budget planning system is still not right Limited HR Competence Institutions that still need to be reorganized	Excellent Service from Employees in the Regional Secretariat and the Community

Vision: To create a just, prosperous, superior and moral East Java society with good governance. participatory, inclusive, through collaborative work and a spirit of mutual cooperation				
No	Mission and Programs KDH and Deputy KDH	General Bureau Service Problems	Factor	
			Inhibitor	Driver
(1)	(2)	(3)	(4)	(5)
	Service Improvement Program in the Field of Correspondence and Archives	Inadequate management of correspondence and archives Not yet sufficient for the Functional Archivist position The lack of development of e-archives in the East Java Provincial Secretariat environment		Excellent Service from Employees in the Regional Secretariat and the Community

*Source: Renstra General Bureau of the Regional Secretariat of East Java Province 2022-2024*

In an effort to improve services in the field of archiving, the General Bureau of the Regional Secretariat of East Java Province faces a number of serious problems, especially related to the underdevelopment of e-archives. The use of a manual system in managing letters causes slow communication flows and frequent errors in sending and receiving documents. In 2022, it was recorded that around 5% of letters were lost or scattered, which shows how urgent the problem of administrative correspondence is in the General Bureau. This manual process not only takes up employee time in searching for and managing physical documents, but also increases the risk of errors, such as sending letters to the wrong address. In addition, the lack of consistency in the implementation of standard operating procedures (SOPs) for correspondence and poor internal coordination between employees worsen the situation, creating dissatisfaction among employees and the public who expect faster and more efficient services.

This condition is exacerbated by the lack of employee understanding of letter management and minimal training in digital administration management. The General Bureau has also not fully utilized information technology to improve the efficiency of letter management, with the use of the SIMAS application still limited. In terms of infrastructure, the lack of adequate electronic equipment and unstable internet connections contribute to the ineffectiveness of letter management, resulting in delays in completing administrative tasks. Therefore, innovative steps are needed, such as the development of the SIMAS BAIK Go Public application, to strengthen electronic official document management and create a better administration system. By conducting an in-depth analysis of the root of the problem, the General Bureau is expected to be able to identify the right

solution to improve the effectiveness of letter management and responsiveness to community needs.

The SIMAS Go Public innovation implemented by the General Bureau of the Regional Secretariat of East Java Province is a significant step in improving public services. This Electronic Letter Management System is designed to simplify the administrative process of letters, both at the internal agency level and for the general public. With this system, the public can access information about the letters they have submitted online, without having to come directly to the office. The superior feature of SIMAS Go Public is the ability to track letters in real time, which allows the public to monitor the status of their letters easily, similar to a package tracking system.

The implementation of SIMAS Go Public does not only rely on technology, but also requires support from trained human resources. The General Bureau has conducted socialization and training to ensure that employees understand how this system works. With a good understanding, it is hoped that employees can utilize this application optimally in managing letters. This innovation also reflects the General Bureau's commitment to fulfilling the principles of transparency and accountability in public services, as well as building public trust in government institutions. With an integrated system, employees can more easily access and manage documents, thereby reducing the risk of errors in sending and receiving letters. Although SIMAS Go Public offers many benefits, challenges in its implementation remain, especially related to adequate technological infrastructure. A stable internet connection and adequate electronic devices are important factors for the success of this system. Therefore, further research is needed to evaluate employee experience in using this system and identify the obstacles faced. By understanding these challenges, the General Bureau can make the necessary improvements and adjustments to ensure that the SIMAS Go Public innovation can function optimally in increasing the efficiency and transparency of public services.

## LITERATURE REVIEW

### *Innovation Theory*

Innovation is an idea, practice, or object that is considered new by individuals of another unit of adoption (Rogers, 2003). Meanwhile, according to (Damanpour, 2008) explains that an innovation can be a new product or service, new production process technology, new structure and administration system or new plan for members of the organization. In general, it can be concluded that innovation has attributes (Rogers, 2003):

1. relative advantage

An innovation must have advantages and added value compared to previous innovations. There is always a new value inherent in innovation that is a characteristic that distinguishes it from others. The level of benefit or usefulness of an innovation can be measured based on its economic value, or perhaps from social status factors (prestige), pleasure, satisfaction, or because it has a very important component.

The more profitable it is for the recipient, the faster the innovation spreads.

2. Compatibility

Innovation has a level of conformity of innovation with the values, past experiences, and needs of the recipient. Innovations that do not conform to the values or norms believed by the recipient will not be accepted as quickly as innovations that conform to existing norms.

3. Complexity

It is the level of difficulty in understanding and using the innovation for the recipient. An innovation that is easy to understand and easy to use by the recipient will spread quickly, while an innovation that is difficult to understand or difficult to use by the recipient will have a slow spread process. For example, rural communities who do not know about the theory of the spread of germs through germs, are told by health counselors to get used to boiling water that will be drunk, because unboiled water if drunk can cause stomach aches. Of course, this invitation is difficult to accept. The easier an innovation is to understand, the faster it will be accepted by the community.

4. Triability

Innovation can only be accepted if it has been tested and proven to have advantages or value compared to the old innovation. So an innovation product must go through a "public test" phase, where every person or party has the opportunity to test the quality of an innovation.

5. Observability

An innovation must also be observable, in terms of how an innovation works and produces something better. An innovation whose results are easy to observe will be accepted more quickly by the community, and conversely an innovation whose results are difficult to observe will take a long time to be accepted by the community.

### ***Local Government Innovation***

The study of regional government innovation has been widely studied and researched by other researchers, therefore it is necessary to first understand what regional innovation is, the definition of regional innovation can be seen in PP Number 38 of 2017 concerning Regional Innovation, where in article 1 number 1 it states that, Regional Innovation is all forms of renewal in the implementation of Regional Government. (article 1 number 1). So from the definition above it can be said that every new idea for an old program when it is updated to be simpler and easier to understand by users in public service activities can be said to be an innovation, because it provides benefits and new values.

In Article 3 of PP 38, it is stated that Regional Innovation is organized based on the principle of increasing efficiency, improving effectiveness, improving service quality, not causing conflicts of interest, oriented towards public interest, carried out openly, fulfilling the value of propriety, and the results can be accounted for not for personal interests. In addition, it is also regulated regarding the Form of Regional Innovation in Article 4 which states that Regional

Innovation is in the form of Innovation in Regional Government Governance, Public Service Innovation; and/or, other Regional Innovations in accordance with Government Affairs which are the authority of the Region.

## **METHODOLOGY**

In this study, the researcher used a qualitative research method with a qualitative descriptive approach. (Sugiyono, 2013) stated that qualitative research method is a research method used to research on natural object conditions. Through descriptive qualitative research, researchers intend to describe events or phenomena according to what happens in the field, and the data produced in the form of written or spoken words from people and observed behavior related to the Simas Baik Go Publik innovation in an effort to order administrative correspondence at the General Bureau of the Regional Secretariat of East Java Province. Qualitative research requires that research boundaries be set 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 Simas Baik Go Publik in an effort to orderly administration of correspondence in the General Bureau of the Regional Secretariat of East Java Province and to identify what are the inhibiting factors for the implementation of Simas Baik Go Publik in an effort to orderly administration of correspondence in the General Bureau of the Regional Secretariat of East Java Province. The researcher presents the Simas Baik Go Publik innovation with indicators of Rogers' innovation attribute theory which include Relative Advantage, Compatibility, Complexity, Triability, and Observability.

## **RESULTS AND DISCUSSION**

### ***Simas Go Publik Innovation in an Effort to Orderly Administration of Correspondence in the General Bureau of the Regional Secretariat of East Java Province***

In this study, the researcher describes Simas Go Publik Innovation in an effort to orderly administration of correspondence in the General Bureau of the Regional Secretariat of East Java Province with the innovation approach by Rogers. The attributes that can be used in viewing program innovation according to Rogers are Relative Advantage, Compatibility, Complexity, Triability, and Observability. The following is a description of the analysis;

#### ***1. Relative Advantage***

The SIMAS Go Public innovation is a strategic step in improving the efficiency and effectiveness of letter administration at the General Bureau of the Regional Secretariat of East Java Province. This application is designed to provide more value than the previous system by combining new technology that allows the public to track letters online. With better accessibility, the public no longer needs to come physically to check the status of the letter, but can do it anytime and anywhere via the link <http://biroumumjatim.id/gopublic>. This is in line with the organization's main goal to fulfill the principle of openness of public

information and achieve the predicate as an institution that provides excellent service.

The relative advantage of SIMAS Go Public lies in the increased transparency and accountability in mail services. Previously, the administrative process was carried out manually, which was time-consuming and prone to errors. With this new system, each letter is equipped with a unique number that allows real-time tracking, so that the public can monitor the position of their letters easily. This feature not only speeds up access to information, but also provides certainty to the public regarding the status of the letters they have submitted. In addition, the implementation of SIMAS Go Public also integrates digital technology in mail management, which was previously done manually. With the support of adequate electronic equipment and competent human resources, this system is expected to run smoothly without technical constraints. This innovation not only improves operational efficiency, but also reduces the possibility of errors and loss of documents, thus providing significant benefits to the public and government agencies. Thus, SIMAS Go Public has the potential to strengthen the relationship between the government and the public and improve the overall quality of public services.



Source: General Bureau of the Regional Secretariat of East Java Province

Figure 1 SIMAS BAIK Go Public Application Screenshot

The innovation of SIMAS Go Public in the General Bureau of the Regional Secretariat of East Java Province is a significant step in improving the quality of public services through a more efficient and effective letter administration system. By utilizing digital technology, this system allows the public to track the status of letters online, reducing the need to come directly to the office. This not only saves time and effort, but also increases transparency and accountability in the administrative process, making SIMAS Go Public a more responsive solution to the needs of the community.

The system is designed to be easily accessible through various devices, including computers and smartphones, thus reaching various levels of society

with different access to technology. The sustainability of this innovation is one of its relative advantages, supported by the full commitment of various stakeholders. With this support, SIMAS Go Public can continue to develop and adapt to the changing needs of users, making it an inclusive and relevant system in the context of public services.

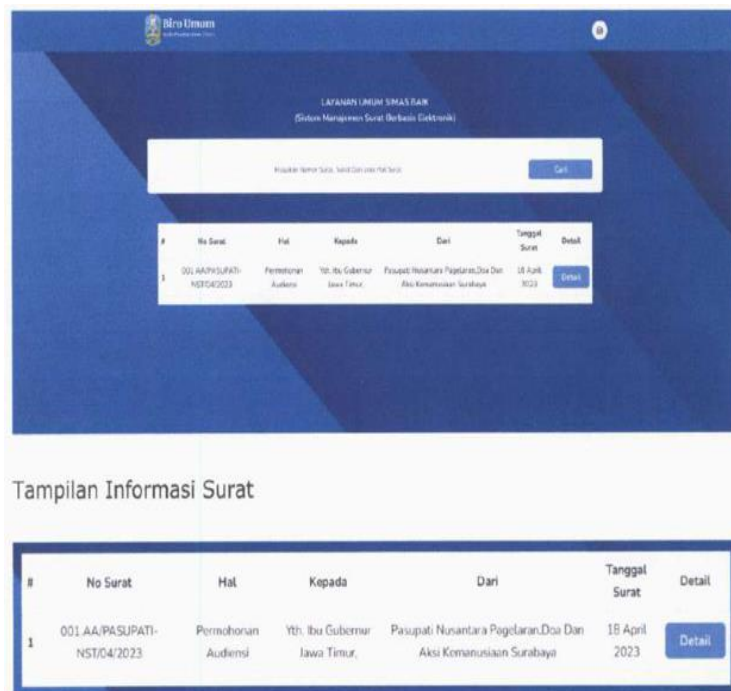
Overall, SIMAS Go Public not only offers short-term benefits, but also serves as a long-term investment in improving the quality of public services. By integrating digital technology into the administrative process of correspondence, this system reduces the possibility of errors and loss of documents, and speeds up the management of letters. Thus, SIMAS Go Public has the potential to strengthen the relationship between the government and the community, as well as increase public trust in government agencies.

## 2. *Compatibility*

The compatibility aspect in Rogers' innovation attribute theory is very important in the innovation adoption process, because it reflects the extent to which an innovation is considered consistent with the values, experiences, and needs of users. When innovation is considered relevant to the social and cultural context of users, they tend to be more open to adopting and using it. In this case, compatibility serves as a bridge connecting innovation with users, facilitating a faster and more effective adoption process.

In the context of SIMAS Go Public, the suitability is seen from the system design that meets the needs of the community, especially in terms of transparency and efficiency of public services. By integrating information technology that has become part of everyday life, such as access via computers and smartphones, SIMAS Go Public ensures that users do not feel unfamiliar with this system. This makes this innovation easier to accept, because it is in accordance with the habits and needs of current users.

The online mail tracking feature in SIMAS Go Public answers the public's demand for transparency and accountability in public administration. With the ability to monitor the status of letters in real-time, the public gets certainty about the position of the letters they send, which was previously difficult to achieve with a manual system. The existence of this feature not only increases efficiency, but also strengthens public trust in government agencies, because every step in the administrative process can be accounted for, reducing the possibility of loss or delays that are often a source of distrust.



Source: General Bureau of the Regional Secretariat of East Java Province  
Figure 2 SIMAS BAIK Go Public Application Screenshot

The SIMAS Go Public innovation at the General Bureau of the Regional Secretariat of East Java Province meets the public's expectations for more open and reliable services. By adopting digital technology, this system allows access to information anytime and anywhere, without complicated procedures. This reflects the government's commitment to improving the quality of public services, which not only makes it easier for the public but also shows strategic efforts in increasing transparency and accountability. Thus, SIMAS Go Public contributes to increasing public trust in government agencies, making it a bridge connecting the government with the public in the context of better service.

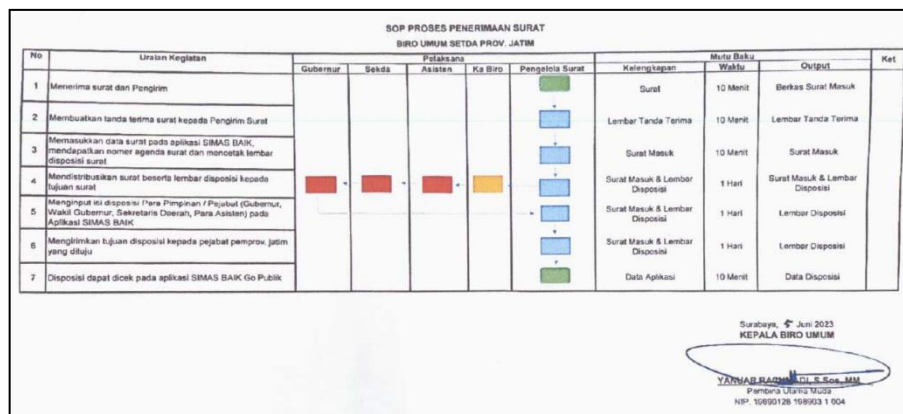
In terms of user experience, SIMAS Go Public is designed to be easy to use, even for those who are less familiar with technology. The system provides guidance and support that makes it easy for users to access and utilize existing features. With this approach, this innovation is not only compatible with the technological needs of the community, but also with their level of comfort and ability in using the technology. Support from various stakeholders, including local governments and the community, further strengthens the suitability of this system with the social and cultural context in East Java. In conclusion, SIMAS Go Public shows a high suitability with the needs and expectations of the community and government agencies in terms of transparency and accountability. With the online letter tracking feature, this system overcomes problems that are often faced in letter administration, such as delays and uncertainty of letter status. Full support from stakeholders, including the Deputy Governor and the Assistant for General Administration of the East Java Provincial Secretariat, shows that this system is in line with the strategic goals of the local government. Overall, SIMAS Go Public has great potential for widespread and sustainable adoption in improving orderly letter administration.

### 3. Complexity

Rogers' innovation attribute theory includes five main attributes that influence innovation adoption, one of which is complexity. Complexity refers to the extent to which an innovation is perceived as difficult to understand and use by potential adopters. The higher the perceived complexity, the lower the likelihood of the innovation being adopted. Therefore, it is important for innovation developers to design products or services that are easy to understand and use, so that users do not feel burdened with extra effort to understand or implement them.

Rogers emphasized that complexity can be overcome through user-friendly design and adequate technical support. Innovations designed with ease of use in mind will be more easily accepted by the public. In addition, effective socialization and training also play an important role in reducing perceived complexity. By providing clear guidance and direct support, users can feel more confident in using the innovation, which in turn increases the adoption rate.

In the context of SIMAS Go Public, the complexity attribute is an important factor influencing the level of adoption of this system in the General Bureau of the Regional Secretariat of East Java Province. This system is designed to facilitate the process of administrative correspondence by providing an online letter tracking feature, which aims to reduce the complexity in managing correspondence. The success of the adoption of this system is highly dependent on the extent to which users find this system easy to understand and use. To overcome the complexity, SIMAS Go Public has been implemented with an intuitive interface, allowing users from various backgrounds to access and utilize the available features without requiring in-depth technical knowledge. In addition, adequate technical support is provided to help users overcome any problems they may encounter. The technical support team is ready to provide assistance and solutions to questions or difficulties experienced by users. The General Bureau also prepares SOPs and manual books to provide references for implementing the application, so that the performance process can be more transparent and accountable.



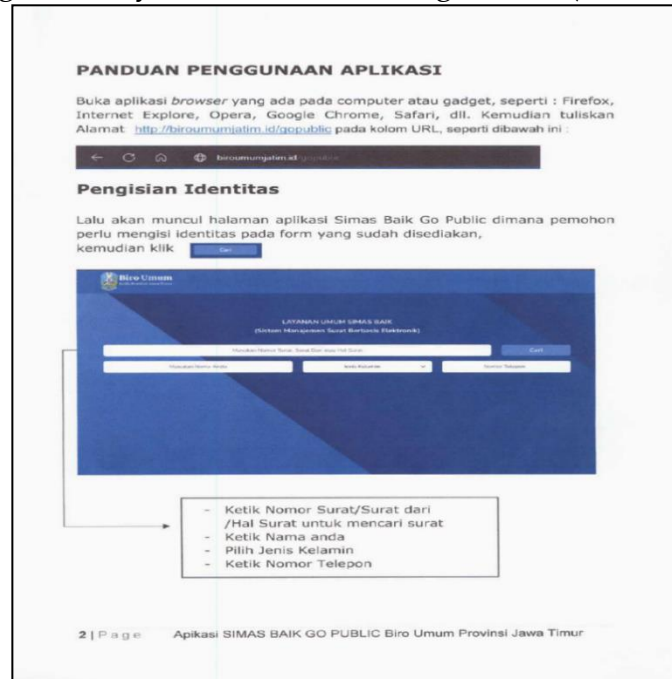
Source: General Bureau Documentation

Figure 3 SOP SIMAS Go Public

The existence of SOP ensures that everyone involved in SIMAS Go Public follows the same procedure when carrying out certain tasks or processes. This helps create consistency in the quality of the output produced. By having clear

guidelines, the existence of SOP helps reduce ambiguity and speeds up the process because the apparatus knows exactly what will be implemented. SOP can also facilitate the monitoring and control process, because it can be used as a reference to evaluate performance and ensure that tasks are carried out according to established standards.

Meanwhile, the SIMAS Go Public manual book is designed to facilitate understanding of the SIMAS Go Public application and to maintain the continuity of knowledge if at any time there is a change in HR (Officers).



Source: General Bureau Documentation  
Figure 4 SIMAS Go Public Manual Book

The SIMAS Go Public socialization activity was held on July 3 and 17, 2023 in the meeting room of the General Administration Section of the East Java Provincial Secretariat Office, attended by 28 participants from the East Java Provincial Secretariat. This socialization aims to introduce the work system and letter management using the SIMAS Go Public application, which allows the public to track letters online. With the tracking feature provided, users can monitor the whereabouts of letters by entering data such as Letter Number and Letter Subject. This application is expected to increase transparency and accountability in the management of official letters, as well as facilitate access to information for all stakeholders and the public.

To reduce the complexity felt by users, SIMAS Go Public is designed with a user-friendly interface and supported by effective socialization and training. Prior to the launch, comprehensive training was provided to bureaucrats at the General Bureau to ensure a good understanding of the system's functions and benefits. Clear guidance and direct support during training help users feel more confident in using the system. In addition, guidance materials that can be accessed at any time are also provided, allowing users to learn independently and overcome problems that may arise.

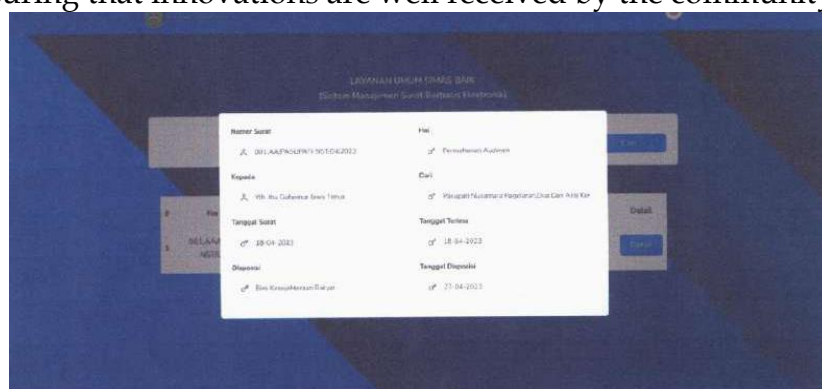
With a comprehensive approach to addressing complexity, SIMAS Go Public has succeeded in increasing the adoption rate among users. User-friendly design, adequate technical support, and effective socialization and training contribute to user comfort and confidence in using the system. Overall, this innovation not only improves the efficiency and effectiveness of correspondence administration at the General Bureau of the East Java Provincial Secretariat, but also shows that innovations designed with ease of use in mind are more easily accepted by the public.

#### 4. Triability

Rogers' innovation attribute theory includes several aspects 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 on a small scale before being fully adopted. This attribute is very important because innovations that can be tried are usually adopted more quickly by society. By providing the opportunity to try, society can more easily adapt to new technologies and feel the benefits directly.

In the context of public innovation, such as the SIMAS Go Public application in East Java, the public is given access to try this system through a trial phase conducted internally. This phase allows users to explore the application's features and assess its ease of use, so that they feel more confident in adopting the system in full. The feedback received during this trial phase is invaluable for further improvement and development of the innovation introduced.

The trial activity was carried out by involving the Action Leader and the Effective Action Change Team, aiming to ensure that the SIMAS Go Public application can run smoothly in every input and output process. In this activity, several tests were carried out, such as logging in, trying the search feature, and displaying the results of the letter record. With this approach, the Triability attribute plays an important role in facilitating system adoption, increasing user trust, and ensuring that innovations are well received by the community.



Source: General Bureau Documentation

Figure 5 Letter Record View

The implementation of the SIMAS Go Public application trial at the General Bureau of the Regional Secretariat of East Java Province showed positive results, where this application can run smoothly without significant obstacles. The evaluation activity involved members of the Effective Team who provided views on the results of the trial implementation. As a result, this application has

functioned well, especially the tracking feature which is very helpful for the public in obtaining certainty about the position of the letters sent. Thus, this application is ready to be implemented to provide transparent and accountable letter services on an ongoing basis.

The trial phase provides an opportunity for users to adapt to the new technology and experience its benefits firsthand. Users can explore the features of the application and understand how the system works, which is essential for improving efficiency in managing correspondence. During this phase, constructive feedback from users is invaluable for further improvement and development of the application. By listening to these inputs, developers can make necessary adjustments to improve functionality and user experience. In addition, the trial phase also serves to identify and address technical issues before the application is widely adopted. By addressing these issues early, developers can ensure that the application functions well and meets user needs, ultimately increasing user trust in the system. Overall, the Triability attribute of Rogers' innovation attribute theory suggests that innovations that can be tried are more easily accepted and adopted by the public. By providing an opportunity to try, SIMAS Go Public has successfully overcome the challenges in introducing new technology and increasing the adoption of this system in the government environment.

##### 5. *Observability*

Rogers' innovation attribute theory emphasizes the importance of observability in the adoption process of an innovation. Observability refers to the extent to which the results of an innovation can be seen and understood by others. When the results of an innovation are easily observable, potential adopters will more quickly understand the benefits and advantages offered, thus accelerating the adoption process. In this context, transparency of information provided by the innovation is key, as people who can easily access the results of an innovation tend to be more involved and provide feedback.

The SIMAS Go Public innovation at the General Bureau of the East Java Provincial Secretariat is a real example of the application of observability. This application allows the public and internal users to monitor the position of letters in real-time, which is a clear and direct form of observability. Before this innovation, the public did not have access to find out the status of letters sent to the East Java Provincial Secretariat. With SIMAS Go Public, information about the position of letters can be accessed online, thereby increasing transparency and accountability in letter administration.

The mail tracking feature in SIMAS Go Public makes it easy for users to see directly how the system works and the benefits it offers. This not only makes it easier for users to monitor mail, but also increases their trust in the system. When the results of an innovation can be clearly observed, potential users more quickly understand the benefits and advantages offered, thus accelerating the adoption process. Observability plays an important role in creating trust and interest in this innovation. In addition, the ease of observation offered by SIMAS Go Public is also related to the transparency of information provided by the system. The

public can easily access and see the results of this innovation, which encourages their active participation in the process of improving public services. Feedback from users is invaluable for further improvement and development of the system, ensuring that the application continues to meet user needs. Thus, SIMAS Go Public not only improves the efficiency of mail administration, but also strengthens the relationship between the government and the community.

In the long term, observability of SIMAS Go Public can contribute to improving the overall quality of public services. By providing easy and transparent access to information, the public can better understand and assess the quality of services they receive. This encourages the government to continue to improve their services and meet public expectations. Overall, SIMAS Go Public has successfully utilized the observability aspect to improve transparency, accountability, and public participation in the administration of correspondence in East Java Province.

### ***Supporting Factors for the Simas Go Public Innovation in Efforts to Orderly Administrative Correspondence in the General Bureau of the Regional Secretariat of East Java Province***

The success of SIMAS Go Public in the General Bureau of the Regional Secretariat of East Java Province is reflected in the increase in transparency and accountability in public services, which meet the expectations of the community. By adopting digital technology, this system provides fast and easy access to information, eliminating complicated procedures, so that the public can obtain accurate and timely information. This not only increases public trust in government agencies, but also creates a better relationship between the government and the community. The system design that considers ease of use, support from various stakeholders, and space for the community to provide feedback, contributes to the relevance and effectiveness of SIMAS Go Public in improving the quality of public services and correspondence administration.

#### **1. Full Support from Leaders and Stakeholders**

The SIMAS Go Public innovation at the General Bureau of the East Java Provincial Secretariat received full support from various parties, including the Deputy Governor and the Head of the General Bureau of the East Java Provincial Secretariat, which are key factors in ensuring the implementation and sustainability of this system. Support from leaders and internal stakeholders provides legitimacy and strong morale for the implementation team, so that they can carry out the innovation with more confidence. Commitment from higher levels of government is essential to drive digital transformation in correspondence administration, because this innovation requires a change in work culture and adaptation to new technologies. With this support, obstacles in the implementation process can be overcome more easily, and the necessary resources can be accessed more efficiently.

In addition to support from the leadership, the involvement of internal stakeholders such as the Administration Section also plays an important role in the smooth implementation of SIMAS Go Publik. The

commitment of this section ensures that standard operating procedures (SOP) and system usage manuals are prepared and implemented properly, maintaining consistency and quality of service to the public. This support is manifested in real actions, such as the provision of adequate technology infrastructure and the implementation of socialization to all employees. This socialization is important to reduce resistance to change and increase system adoption. Overall, strong support from various parties creates a conducive environment for the successful implementation of SIMAS Go Publik, so that this innovation can be sustainable and continue to develop to meet the increasingly complex needs of administrative correspondence in the future.

## 2. Competency Development and Socialization

The SIMAS Go Public innovation at the General Bureau of the Regional Secretariat of East Java Province is supported by the implementation of effective socialization and preparation of manual books, which aim to facilitate understanding and use of the application by users. The socialization carried out on July 3 and 17, 2023 involved 28 people from the General Bureau Administration Section, where participants were given detailed explanations regarding the work system and letter management. With this socialization, resistance to change can be minimized, so that the adoption of the new system can run more smoothly.

The preparation of the manual book is also a significant strategic step, designed to help users understand the application better. This manual serves as a reliable guide, maintaining knowledge of the system even though there is a change in human resources (HR). With the manual book, users feel more confident in using the system, which is reflected in the increased efficiency in managing letters and the ability to monitor letter status in real time. Overall, the implementation of socialization and preparation of the manual book are crucial supporting factors in the success of the SIMAS Go Public innovation. The positive response from participants shows that these steps have been right on target and effective in supporting the implementation of the innovation. With this support, the system can be implemented sustainably, ensuring continuity and consistency in the use of the system. This is in line with the main objective of this innovation, namely to increase transparency and accountability in the administration of correspondence at the General Bureau of the Regional Secretariat of East Java Province.

## CONCLUSION AND RECOMMENDATION

### *Conclusion*

From the analysis of the research results on the SIMAS Go Public innovation in efforts to orderly administer correspondence at the General Bureau of the Regional Secretariat of East Java Province, it can be concluded that;

1. The SIMAS Go Public innovation in an effort to organize administrative correspondence at the General Bureau of the Regional Secretariat of East

Java Province can be concluded as an effective and relevant step based on the innovation attribute theory approach by Rogers.

- a) Relative Advantage (Keuntungan Relatif), SIMAS Go Public offers increased efficiency and transparency in the management of administrative correspondence, which previously often experienced delays and uncertainty in the status of letters. With the online letter tracking feature, the public gets certainty about the position of their letters, which increases trust in government agencies.
  - b) The compatibility of this system is very high, because it is designed to meet the needs and expectations of the community and government agencies in terms of accountability and openness of information, especially in the administration of correspondence.
  - c) SIMAS Go Public also reduces complexity with a user-friendly interface and adequate technical support, so that users from various backgrounds can easily access and utilize Simas Go Public services.
  - d) Triability allows people to explore the application's features through a trial phase, which increases their confidence in fully adopting the system.
  - e) The observability of this innovation provides greater transparency, where the public can monitor the status of letters in real-time, thus encouraging active participation in the process of improving public services. Thus, SIMAS Go Public not only improves the administration of letters but also strengthens the relationship between the government and the public.
2. The conclusion regarding the supporting factors of the SIMAS Go Publik innovation in efforts to maintain orderly administrative correspondence at the General Bureau of the Regional Secretariat of East Java Province includes two main aspects:
- a) Full support from the leadership and stakeholders, the success of SIMAS Go Public is greatly influenced by the strong support from the leadership, including the Deputy Governor and the Head of the General Bureau. This support provides the legitimacy and morale needed for the implementation and sustainability of innovation. With the commitment from higher levels of government, obstacles in the implementation process can be overcome more easily, and the necessary resources can be better accessed.
  - b) Competency development and socialization, implementation of socialization and preparation of manual books are crucial factors in facilitating understanding and use of applications by users. Socialization involving various parties ensures that all users understand how the system works, so that resistance to change can be minimized. The manual book functions as a guide that maintains knowledge about the system even though there is a change in human resources, which is important for the continuity of system use.

### **Recommendation**

1. The following are recommendations for improving the SIMAS Go Public innovation in an effort to maintain orderly administration of correspondence in the General Bureau of the Regional Secretariat of East Java Province, based on the innovation attribute theory approach by Rogers:
  - a) Improved mail tracking features to increase relative advantage, expanding more detailed and real-time mail tracking features can help users understand every step in the administrative process. For example, adding automatic notifications via SMS or email when the mail status changes, so that people feel more informed and involved.
  - b) Continuous socialization and training, considering the importance of compatibility, continuous socialization and training for users, including government employees and the public, must be carried out routinely. This can ensure that all parties understand how to use the system properly and feel comfortable in accessing existing features.
  - c) Reducing complexity through simpler design, to overcome complexity, developing simpler and more intuitive interfaces is essential. Conducting trials with users from various backgrounds to get feedback on the design can help create a better user experience.
  - d) Facilitate user feedback, increasing triability by providing a platform for users to provide feedback directly after trying out new features. This can be done through online surveys or discussion forums, so that developers can continuously improve the system based on the feedback received.
  - e) Transparency and accessibility of information, to increase observability, it is important to ensure that all information related to administrative correspondence can be easily accessed by the public. Providing a public dashboard that displays statistics on system usage and effectiveness can increase public trust in SIMAS Go Public.
2. The following are recommendations to strengthen the supporting factors for the SIMAS Go Publik innovation in efforts to maintain orderly administrative correspondence at the General Bureau of the Regional Secretariat of East Java Province:
  - a) Improved communication and collaboration with stakeholders, to strengthen support from leaders and stakeholders, it is necessary to hold regular forums involving all related parties, including leaders, staff, and system users. This forum can be used to discuss developments, challenges, and feedback related to the implementation of SIMAS Go Publik. With open communication, all parties can feel more involved and have a sense of ownership of this innovation, so that the support provided becomes stronger and more sustainable.
  - b) Continuous training and manual book updates, to ensure continuous competency development, it is necessary to hold regular training for system users, including manual book updates that are adjusted to technological developments and user needs. This training not only

covers the technical aspects of using the system, but also emphasizes the benefits and positive impacts of SIMAS Go Publik in correspondence administration. Thus, users will be more confident and able to utilize the system optimally.

## ADVANCED RESEARCH

The findings of this study underscore the transformative impact of the SIMAS Go Public innovation in optimizing administrative correspondence within the General Bureau of the Regional Secretariat of East Java Province. Leveraging Rogers' innovation attribute theory, the system exhibits high relative advantage through enhanced efficiency, transparency, and real-time tracking capabilities, fostering greater public trust. Its seamless compatibility with governmental and public expectations, coupled with a user-friendly interface, minimizes complexity and accelerates adoption. Moreover, the strategic integration of triability and observability ensures that users can trial the system while gaining comprehensive insights into its operational efficacy. The sustainability of this innovation is reinforced by robust leadership support and systematic competency development, including extensive socialization and manual documentation, which mitigate resistance to change and enhance long-term usability. However, to further elevate its effectiveness, continuous refinement is imperative—enhanced mail tracking features, intuitive interface redesigns, and real-time user feedback mechanisms will bolster user engagement and system reliability. Furthermore, institutionalizing stakeholder collaboration through structured forums and ongoing training will solidify commitment at all levels, ensuring SIMAS Go Public remains a cornerstone of modernized and accountable bureaucratic administration.

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