
The Role of the Village Government in Improving Public Services for the Keboansikep Village Community

Ilmi Usrotin Choiriyah*, Lailul Mursyidah, Hendra Sukmana, Isna Fitria Agustina

Universitas Muhammadiyah Sidoarjo

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*Correspondence: Ilmi Usrotin Choiriyah

Email: ilmiusrotin@umsida.ac.id

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Abstract: The aim of this research is to analyze and describe the role of the village government in improving public services in the Keboansikep village community, in order to find out the problems in improving services through the role of government. The approach taken in this research is a qualitative descriptive approach by conducting interviews, observation and documentation. The data analysis model according to Miles and Huberman (1992) uses data collection techniques, data reduction, data presentation and drawing conclusions. The results of this research show that, firstly, the objectives implemented by archiving management in Keboansikep Village are trying to provide better public services for the people in Keboansikep village so that they can easily access the information needed such as population documents, birth certificates and other important documents. Second, this IT training was carried out to help increase the capacity of human resources in Keboansikep village in managing information technology in order to increase the accessibility of information to the community easily. Through the creation of sustainable village website content, positive changes can occur in the dynamics of village communication and development, towards a more advanced, connected and inclusive direction. Third, the use of social media services which can provide many benefits for the community and village government agencies in achieving goals. program. With the existence of social media services such as Instagram, it can be used to introduce the advantages of villages to the wider community

Keywords: Village Government, Public Services, Community

Introduction

Villages have the authority to carry out village community services, village development, and the development and empowerment of village communities until the realization of prosperous, fair and prosperous villages. The village has the authority to regulate and manage social interests in the local village and plays a role in creating a prosperous, fair and prosperous village. This is stated in Law Number 6 of 2014

concerning Villages which explains that villages have the discretion to regulate and manage their government and resources, where the implementation of village regulations is carried out by the village government led by the village head. The Village Government consists of the Village Head and Village Apparatus which include the Village Secretary, Finance Division, Planning Division, Administration and General Affairs Division, Government Division, Community Welfare Division, Service Division, and the Hamlet Heads as elements of the village governance administration..

Public services are a benchmark for the successful implementation of government tasks and performance measurement through bureaucracy. Public services as the main driver are also considered important by all actors from the elements of good governance. Public officials, elements in civil society and the business world alike have an interest in improving the performance of public services. There are three important reasons why the reform of public services can encourage good governance practices in Indonesia. First, improving the performance of public services is considered important by stakeholders, namely the government, citizens, and the business sector. Second, public services are the domain of the three elements of governance that interact very intensively. Third, the values that have characterized good governance practices are translated more easily and tangibly through public services.

Excellent service in the public service sector is always required to innovate in order to encourage agencies to improve performance and begin to improve the standard of procedures, requirements, time and service costs by switching to a digitization system. According to Setijaningrum, new breakthroughs need to be made in public services in the form of innovations. The role of government agencies as facilitators must be based on efforts that are Good Governance-oriented. According to Syafiie, developments in information and communication technology have offered solutions to improve the performance of public services to be more Good Governance-based. The implementation of e-government should be an alternative to services in line with the expectations of the community and stakeholders. The government's commitment to pioneering the development of service systems must be in line with the spirit of bureaucratic reform in Indonesia. According to Elysia et al., E-government plays a role in improving the quality of public services and helping to communicate information more effectively to the public.

The implementation of e-government has been carried out by government agencies from the central to regional levels, including the Sidoarjo Regency government. Based on "Regent Regulation Number 46 of 2018" concerning the governance of information and communication technology towards a Smart City in Sidoarjo Regency, to improve the quality, effectiveness, efficiency, accountability and transparency of the implementation of

government services and to respond to the demands of Good Governance, the local government of Sidoarjo Regency created the SIPRAJA (Sidoarjo People Service System) service which can be accessed through applications and websites. The Regent of Sidoarjo said that the emergence of the SIPRAJA service aims to erode government services that are convoluted, slow, expensive, uncertain and tiring. Public complaints about public services still exist. One of them is in the field of population administration in Sidoarjo Regency. The high population has an impact on the increasing need for population administration. Therefore, the Sidoarjo Regency government launched an online service application service innovation (Plavon Dukcapil). This innovation aims to make it easier for the public to obtain services for population administration management through the Plavon Dukcapil website online. The implementation of the SIPRAJA and PLAVON applications is a bit complicated and confusing for the public, and the input of data or files on the application always errors, there is a lack of ID cards, and network problems hinder the service process. In the administration of civil registration includes the management of family cards, identity cards, general certificates, death certificates, birth certificates, death certificates, and certificates of move-in and move-out.

In this era of globalization, public services are the key to improving the quality of life of the community. One of the public service institutions that has a vital role is the Keboansikep village government. The village government plays a role in providing various services for the community, ranging from administration, village development, to community empowerment. To achieve optimal public services, the involvement and skills of reliable human resources are needed, including through internship programs.

There are problems with the internship at the Keboansikep Village Government. First, the filing of documents is still not neatly organized and only relies on digital archives such as the Ebuddy and Sipraja applications, not filing manually at all. Second, in the filing of Financial Report Files, there is no special cabinet for storage, they are just placed in boxes and also placed anywhere.

Our internship is a learning process in the field of expertise of students of the Public Administration Study Program at Muhammadiyah University Sidoarjo. Learning firsthand about the performance and service processes that occur and applying the knowledge we have received in the classroom is important for our education. With direct practice in the world of work, we hope to be able to understand the real situation that occurs in government institutions. In short, learning practically the things that have been studied theoretically in their application in the world of work. A direct application is to start an internship at the Keboansikep Village Government, Gedangan District, Sidoarjo Regency, according to the discipline studied in the lectures.

Methodology

This internship will last for 3 months, from September 30, 2023 to January 7, 2024, at the Keboansikep Village Office, Gedangan District, Sidoarjo Regency, located at Jalan Balai No. 1 Gedangan, Jl. Keboan Anom Village, Sikep, Keboansikep, Kec. Sidoarjo, Sidoarjo Regency, East Java 61254. The by-project internship is carried out on Wednesday - Thursday from 08.00 - 16.00 WIB. The stages of the service implementation method carried out at the Keboansikep Village Office, Gedangan District, Sidoarjo Regency are as follows:

1. Interview

An interview is a method of collecting data by conducting direct or indirect questioning. Here, students conduct interviews with the Keboansikep Village, Gedangan District, Sidoarjo Regency. Students will ask questions about how work is carried out at the Keboansikep Village Office, Gedangan District, Sidoarjo Regency.

2. Observation

This observation method was carried out by direct observation or observation and involvement in every activity during the byProject internship at the Keboansikep Village Office, Gedangan District, Sidoarjo Regency to obtain data. During the byProject internship, students assisted in activities and ran programs at the Keboansikep Village Office, Gedangan District, Sidoarjo Regency. There were 3 projects being run, namely Filing, IT Training and Digital Platform.

3. Documentation

Documentation is one of the methods used by students as proof of the implementation of the project internship carried out at the Keboansikep Village office, Gedangan District, Sidoarjo Regency.

This research basically uses a descriptive method with a qualitative approach. This method is intended to provide a real picture of a particular situation or the relationship between various phenomena in an actual and orderly manner. As stated by Sugiyono (2005: 180) quoting Nasution's opinion that qualitative research is essentially observing people in their environment, interacting with them, trying to understand their language and interpretation of the surrounding world.

Meanwhile, descriptive research, according to Moh. Nazir (1988: 63) quoted by Sugiyono (2005: 345), is a method in researching the status of a human group, an object, a situation, a system of thought, or a class of events in the present. The purpose of descriptive research is to make a systematic, factual and accurate description, picture or painting of the facts, properties and relationships between the phenomena under investigation. In qualitative data, clarity can be obtained about the processes that occur in

the local sphere and we can follow and understand the flow of events chronologically, assess cause and effect in the minds of local people and obtain numerous and useful explanations.

Result and Discussion

The program that was carried out during the byproject internship at the Keboansikep village office was

1. Filing

In managing filing in Keboansikep Village, an effort is being made to provide better public services for the people of Keboansikep Village so that they can easily access the information they need, such as population documents, birth certificates, and other important documents. but in its management there are still many manuals so the process is too long, therefore by helping in the management of digital filing so as to provide faster and more efficient public services and also improve the quality of public services so that village archives can help for the more advanced and development.

2. IT Training

This IT training is carried out to help improve the capacity of human resources in Keboansikep village in managing information technology to improve the accessibility of information to the community easily. Through the continuous creation of village website content, positive changes will occur in the dynamics of communication and village development, moving towards a more advanced, connected, and inclusive direction. The result of this activity is the realization of a functional and responsive village website. The people of Keboansikep Village can easily access important information such as village government announcements, social activities, health information, meeting schedules, and public services through the website.

3. Digital Platform

One of the important aspects in the application of information and communication technology is the use of social media services which can provide many benefits for the community and village government agencies in achieving program objectives. Social media services such as Instagram can be used to introduce the advantages of the village to the wider community. It can help upload photos of village program activities or the natural beauty of the village to attract the attention of the audience. In addition, it can also be used to post the latest information about the program, such as event schedules or the latest news. The community can also interact with village government agencies through comments, direct messages, or online surveys. This can help village government agencies

obtain input from the community about the program and identify issues that need to be addressed.

To determine the role of the village government in improving public services for the people of Keboansikep village, the researcher used the main dimensions that are the main factors determining the quality of public services according to Zeithaml in Hardiyansyah (2011: 46) :

1. Tangible Dimension

The Tangible Dimension is the physical appearance, personal equipment and communication media in services. If the community perceives this dimension as a good service user and feels satisfied with the services provided by the service employees, then the community will rate the services provided by the service employees in the village government as good and feel satisfied with them.

The appearance of Keboansikep village government service employees greatly affects the quality of service provided. Service employees will maximize their appearance by dressing in a uniform and neatly according to established regulations to serve service users and provide excellent service by being friendly to customers or the community. The comfort of the service area is very important for service users. The service area also greatly affects the quality of service. As a public service provider, it must provide a comfortable place for service users so that they do not feel cramped in the room. By providing facilities such as air conditioning, adequate waiting rooms, sufficient parking spaces, and special toilets for service. If the place provided is comfortable, service users will feel comfortable during the service process. Ease of service is very much needed for service users so that the service process is faster, more effective, and more efficient so that service users do not feel difficulties in taking care of files.

This is in accordance with the interview conducted by Mrs. Sulis, a resident of RT.014 RW.009 Keboansikep Village, who said that "the service facilities in Keboansikep Village are very adequate because when I want to write a letter at the service office, I feel comfortable because the room is air-conditioned and clean, and the parking lot is spacious and monitored by CCTV so I don't feel afraid when parking."

2. Reliability Dimension

The Reliability Dimension is the ability of the entity in the service unit to provide the promised service quickly and satisfactorily. Reliability can be defined as doing things correctly and in accordance with procedures, service standards and promised times. To determine the quality of public services in the Keboansikep village government, it can be measured through the following indicators: having clear service standard operating

procedures, service standards which are the benchmarks used for service delivery guidelines and as a reference for assessing the quality of services as an obligation to the community. These standards include procedures, costs, facilities and infrastructure, time, and employee competence. With clear service standards, the service process can run smoothly and achieve service objectives.

This was in accordance with the interview conducted by Mr. Suharto as a resident of RT.006 RW.002 Keboansikep Village that "At that time I was applying for a Domicile Certificate which turned out to be free of charge"

3. Responsive Dimension

The Responsive Dimension is the responsiveness in providing the required service and being able to complete the service quickly and according to the promised time frame. The duty of the public service provider is to respond to the difficulties felt by the community in the delivery of public services. Responding to all complaints from service users is a good assessment for employees and can improve the quality of public services in the Keboansikep village government. Employees provide services quickly and appropriately, which means that the services provided by employees match what service users need, so that community satisfaction can be properly achieved. Timely service is the match between the service provided by workers and the service needed by customers to feel satisfied and happy. All complaints from service users are responded to properly by employees. Complaints can occur if the needs of service users do not match what is provided by service employees.

This was in accordance with the interview conducted by Mrs. Endang as a resident of RT. 001 RW.001 Keboansikep Village who said the following: "When I took care of the Business Certificate at the Service Office, I was satisfied because at that time my certificate had not been signed by the Village Head because he was in a meeting at the Sub-District, but I was asked for a telephone number by the service employee when my certificate had been signed by the Village Head so that I could be contacted and could be picked up immediately."

4. Assurance

The dimension of Assurance includes the knowledge, ability, courtesy and reliability of employees who are free from danger, risk and doubt. Assurance is a protective measure that is provided to protect the community from risk, if the risk can result in disruption to the normal structure of life. In the village government, Keboansikep provides a guarantee of service on time within one day. In taking care of all needs, not everyone incurs costs to take care of them. It depends on what type of letter the service

user will need. With the guarantee of costs from the service employee, the service user does not need to spend money to take care of their needs.

This is in accordance with the interview conducted by Mr. Efendi, a resident of RT.005 RW.008 Keboansikep Village, who said the following: "When I took care of changing the data elements of my family card and ID card, I was promised that it would be finished within 3 days, but in fact it took more than 3 days. It turned out that the service employee was willing to issue a cost guarantee so that it would be finished on time."

Conclusion

Based on the Law of the Republic of Indonesia number 6 of 2014, a village is a legal community group that has the authority to regulate and manage government affairs, the interests of the local community, based on community initiatives, ancestral rights, and/or traditional rights that are recognized and respected in the government system of the Unitary State of the Republic of Indonesia. Keboan Sikep Village is a geographical form shaped by the physiographic, social, economic, and cultural characteristics of the local community in its interaction and relationship with other regions. A village is a legal unit of community residence and is the lowest level of government below the sub-district head. A role is a dynamic or functional component of status. Therefore, the role in question is what is expected of a person in a position. The village government, an extension of the central government, oversees the village community and the success of national development. The village government consists of the village head and village officials, who are responsible for completing various government tasks. Because of its important role, there needs to be a regulation or law governing the village government. Society is an entity that continues to develop as a result of the community process. The term "society" encompasses a country from a simple society to a modern industrial one. The public interest must be prioritized in public services, making public affairs easier, and shortening the time to resolve public affairs and ensure that the community is satisfied.

Moenir (1992) states that public service is an action carried out by an individual or group of people with material resources through certain systems, procedures, and methods in an effort to fulfill the interests of others in accordance with their rights. Quality, according to Goetsh and Davis, is a dynamic condition related to products, services, people, processes, and environments that meet or exceed expectations. According to Zeitmal, service quality is defined as customers' assessment of the superiority or specialty of products or services as a whole and the degree of difference between customers' expectations or desires and their level of perception. The quality of a company's service determines the success of its marketing. Dimensions, which means tangible. Physical

appearance, personal equipment, and communication media in services are called tangible dimensions.

The Keboan Sikep Village government is expected to continue evaluating and maintaining the quality of public services provided to the community, starting from maintaining the timely provision of public services to the community and continuing to pay attention to the provision of services in accordance with established standard operating procedures (SOPs) and always responding well to the community without discriminating based on status, race and economic class so that the trust of the people of Keboan Sikep village in the village government will continue to increase and be maintained, so that the role of the status component is dynamic or functional. Society is an entity that continues to evolve as a result of the community process. Quality, according to Goetsh and Davis, is a dynamic condition related to products, services, people, processes, and environments that meet or exceed expectations. Dimensions, which means tangible.

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