

Effectiveness Service Public In Increase Child Identity Card Program at the Population Service and Civil Registration of Kuningan Regency

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Abstract. The importance of effective public services will be discussed within the Child Identity Card (KIA) program carried out by the Population and Civil Registration Office of Kuningan Regency. The problems analyzed concern the lack of effectiveness of the provision of KIA services promptly due to the technological limitations of the system, insufficient human resources, and lack of public understanding about the need for KIA. The purpose of this research is to provide a demonstration of the effectiveness of KIA services using the method proposed by Siagian (as cited in Nashar, 2020) based on three aspects: timeliness, accuracy, and service style. These results show that the factor of time is still not fully efficient, even though there are SOPs that range from 1 hour to 24 hours, as it is still dependent on the Department of Population and Civil Registration. on changes in the SIAK system, network problems, geographic factors, and human resources. Nevertheless, when it comes to the matter of accuracy and delivery styles, one may notice some very positive aspects here, because it may include such things as comprehensive procedures for issuance, staff attitude, the utilization of digital services, and good and fair services. As a consequence, one may note that there are a lot of ways to enhance the efficiency of KIA. Thus, future research may consider public satisfaction as one of its major elements.

Keywords: Effectiveness, Public of Services, Effectiveness of Public Service, Child Identity Card, Department of Population and Civil Registration

1 Introduction

As a developing nation, Indonesia has continuously faced the problem of growing population, comprised of varying social strata, creating difficulties in providing public services to its citizens. Among the problems faced is population management that involves information communication, civil registry, documentation, and the use of data to promote development and enhance public services. Public services according to Law No. 25 of 2009 involve government efforts aimed at improving the welfare of the public; but public services are perceived to be not effective nor efficient. Heryanto[1] Public services can be described as activities undertaken by individuals, a group of people, organizations, or any body of individuals, either directly or indirectly, to fulfill the requirements of the people involved.

The government, through the concerned department, that is, *Disdukcapil*, is working on developing a population administration system as per the provisions of Act No. 24 of 2013, through the issuance of various documents including the KTP-el, Family Cards, Birth Certificates, and Child Identity Cards (KIA). The central government is now executing its latest population policy, which is the Child Identity Card (KIA) program. This is regulated by the Minister of Home Affairs Regulation Number 2 of 2016 concerning Child Identity Cards (KIA), which applies to unmarried children aged 0 to 17 years. The Child Identity Card program provides legal protection offered by the government to ensure that children in Indonesia can be easily identified. With the issuance of Child Identity Cards, children's rights as Indonesian citizens can be protected

Child Identity Card (KIA) issuance in Indonesia reached a total of 37,791,069 children by the end of 2022, equivalent to approximately 47.54% of the total population of children aged 0–17, exceeding the national target of 43% [2] Despite the annual increase, public awareness and understanding of KIA application procedures among the public and Civil Registration Office officers still require improvement. Based on initial observations at the Kuningan Regency Population and Civil Registration Office, several issues have been identified in efforts to improve the KIA program. These include low public awareness regarding KIA registration for their children, a

lack of understanding among schools about the benefits of KIA, and limited outreach activities conducted by the Population and Civil Registration Office.

Referring to the theory of public service effectiveness proposed by (Siagian in Nashar, 2020) several indicators can be used to assess an organization's level of effectiveness in providing public services, namely time, accuracy, and service delivery style. In the context of KIA in Kuningan Regency, existing obstacles can be analyzed based on limited facilities and infrastructure. Therefore, the application of the theory (Siagian in Nashar, 2020) is relevant to evaluate the extent to which public service effectiveness can be efficiently and effectively improved in the field. According to [3] public service providers, they are required to adhere to the principles of public service when providing their services.

As a measure to enhance service efficiency, the Population and Civil Registration Office of the Kuningan Regency has implemented an online service within the framework of the Population Administration Service Information System (SIPANDUK). The online service aims to simplify procedures for the people of the Kuningan Regency, including various administrative services. Through this system, people can register for a Child Identity Card (KIA) online, either individually or through their parents, or they can also utilize the services of school operators, thus eliminating the need for operators to visit the *Disdukcapil* office.

The application process and requirements for a Child Identity Card can be submitted both online and offline, either individually or by visiting the *Disdukcapil* office in person, and can also be done collectively at *Posyandu*, sub-district offices, and schools. Requirements for children aged 0-5 years include a photocopy of the birth certificate, a photocopy of the family card, and a photocopy of the parent/guardian's ID card. For children aged 5-17 years, the requirements are: attach a passport photo 2 sheets of 2x3 cm child ID cards.

The steps for applying for a KIA when submitted offline are as follows: Applicant submit application with bring condition like Photocopy Birth Certificate , Photocopy of Family Card and Photocopy of Parents/ Guardians' ID Card For child ages 0-5 years If children over 5 years old bring a passport photo 2 sheets of 2x3 cm children's paper then verified by the verifier. Verifier inspect completeness file If No fulfill requirements , files returned to applicant For equipped . If fulfil requirements, applicant given number queue for furthermore files are processed by the SIAK Operator, the operator enters the KIA data and prints the KIA, Check results print KIA, Submitting the KIA to applicant and archive file condition, Applicant receive KIA. Application Process and Requirements manufacturing Katu Child Identity if submitted online via SIPANDUK application (System Information Service Administration Population) namely as following: Submission steps via the SIPANDUK (Population Administration Service Information System) application:

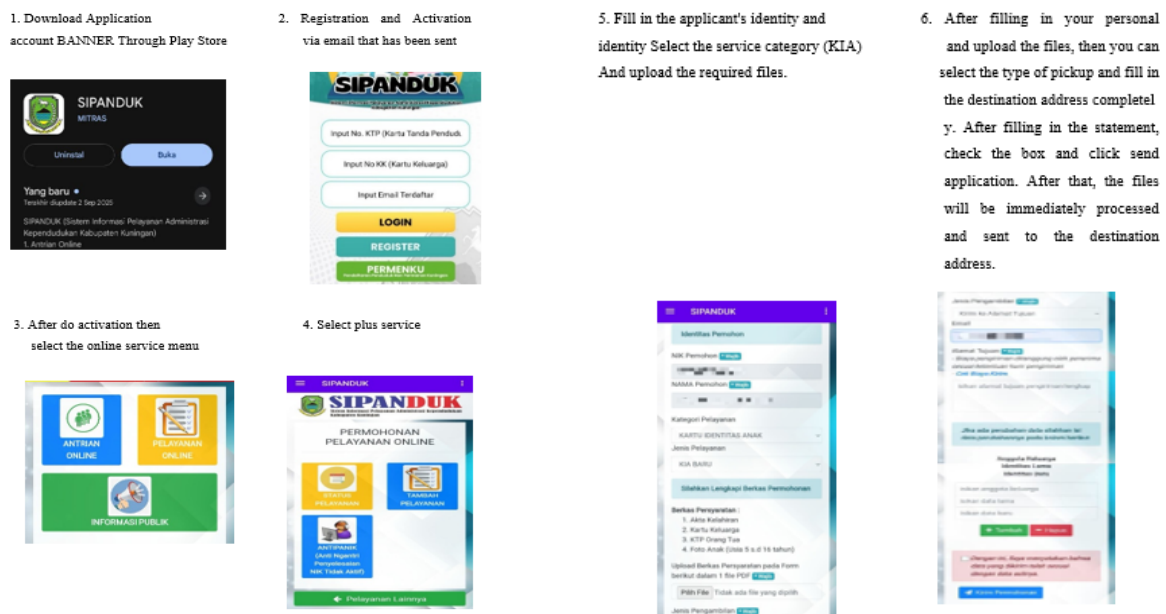


Figure 1. Steps for online submission of the SIPANDUK Application

The Population and Civil Registration Service (*Disdukcapil*) also implements the "KIAT SUKSES" program in collaboration with educational institutions (Early Childhood Education, Kindergarten, Elementary School, and Junior High School) as well as the Kuningan Regency Education and Culture Service. Another program currently being implemented is "PELITA ANAK," which collaborates with integrated health service posts (*Posyandu*) to facilitate access to online services for those experiencing difficulties.

previous research on *"The Effectiveness of the Child Identity Card (KIA) Program in Improving Public Services for Children in Semarang City"* [4] It was found that the KIA program was not fully effective due to the low level of socialization activities, limited human resources, and the achievement of KIA ownership that did not meet the national target. This study differs from previous research because it focuses on the application of the theory of public service effectiveness according to (Siagian in Nashar, 2020) which emphasizes three factors: time, accuracy, and style of service delivery, and also highlights issues related to limited infrastructure and operator resources in implementing the KIA program in Kuningan Regency.

Study This own urgency remember fact that growth rapid population and conditions diverse social conditions in Indonesia require service administration more population effective and adaptive. In Kuningan Regency, the challenge main issues faced covering low awareness public, lack of activity socialization, and lack of support from school in push KIA ownership.

Study This expected can give contribution practical for the Population and Registration Service Civil with strengthen socialization strategies, increase coordination between institutions, and encourage participation active public in KIA management theoretical, study This aim For enrich studies in the field Public Administration, in particular related with effectiveness policy population and innovation in service public. While practically providing strategic recommendations to improve efficiency, awareness, and sustainable public welfare.

2 Literature Review

2.1 Effectiveness

Effectiveness is an important concept for assessing the success of an organization or program in achieving its stated goals. This concept defines efficiency as the [5] deliberate [6] use of resources, means, and infrastructure to produce outputs in the form of products or services. In line with this perspective, it explains that effectiveness indicates the extent to which a task is carried out well and can produce outputs that meet expectations. [7] It also emphasizes that effectiveness is related to the ability to complete tasks on time while utilizing available resources. Therefore, effectiveness is evaluated not only based on the final result but also on the process of utilizing resources in achieving goals. [8] It views effectiveness as the degree to which organizational goals are achieved collectively by its members. Organizational effectiveness can be analyzed through a goal-oriented and system-oriented approach, where the organization is evaluated based on its success in achieving targets and its ability to maintain the sustainability of the system. [9] It adds that effectiveness reflects the level of achievement of individuals, groups, and organizations against predetermined standards.

2.2 Public service

Public services have a very important role because they directly meet the needs of the community. Law Number 25 of 2009 concerning Public Services defines public services as a set of activities designed to meet service needs in accordance with legal standards for all citizens related to goods, services, and administrative services provided by public service providers. [10] states that high-quality public services emphasize not only the results but also the delivery process, highlighting factors such as speed, accuracy, convenience, and fairness. [1] explains that public services include activities carried out by individuals, groups, or organizations, both directly and indirectly, to meet the needs of those served.

2.3 Effectiveness of Public Services

The effectiveness of public services can be assessed based on the extent to which the services provided are able to achieve the stated objectives. (Sondang P. Siagian, 2013), "The effectiveness of public services refers to the completion of tasks within a specified timeframe, which indicates that implementation must occur at a predetermined time. This means that the assessment of whether a task is carried out well or poorly depends heavily on its completion within the specified time limit." (Sondang P. Siagian 1997) emphasizes that the effectiveness of public services is closely related to the timeliness of task completion, where the success of a service is largely determined by this factor. In addition, the effectiveness of public services can also be understood as the ability of an organization to achieve service objectives in an appropriate and efficient manner. [11] explains that effectiveness is related to the ability to set appropriate goals and choose the best methods to achieve them. [12] identifies three main aspects of organizational effectiveness: goal achievement, integration, and adaptation. Indicators that can be used for evaluate effectiveness service public put forward by (Siagian in Nashar, 2020) the covering factor time, precision, and style giving service. Time factor relate with speed and accuracy settlement service, factors accuracy refers to the level diligence and thoroughness apparatus in give service, whereas style giving service reflect attitudes and behavior officer in the interaction with society. Third indicator This each other relate in form perception public to quality and effectiveness service public.

2.4 Child Identity Card Program

A government program in the field of population administration services is the Child Identity Card (KIA) program. This program reflects the government's efforts to provide official identification for children as part of fulfilling children's rights and improving the quality of population data collection. The KIA program is implemented based on the Minister of Home Affairs Regulation Number 2 of 2016 concerning Child Identity Cards, which states that KIAs are issued to unmarried children under 17 years of age. KIA issuance is differentiated by age group namely child ages 0-5 years without photo and child ages 5-17 years with Photo. Condition For issuance of Child Identity Cards (KIA) as arranged in Regulation of the Minister of Home Affairs Number 2 of 2016 is For children aged 0-5 years: Photocopy of Birth Certificate, Photocopy of Family Card, Photocopy of parent / guardian's ID card and for children aged 5–17 years additional passport photos of the child measuring 2x3 cm, 2 sheet

Children 0-5 Years



Figure 2. Child Identity Card (Without Photo)

Ages 5-17 Years



Figure 3. Child Identity Card (Using Photo)

The steps to apply for a Child Identity Card (KIA) at the Kuningan Regency Population and Civil Registration Office offline are very easy. Applications can be made individually by visiting the *Disdukcapil* office or collectively at *Posyandu* (Integrated Service Posts), District Offices, and Schools. The process for applying for a Child Identity Card (KIA) can also be done online through the SIPANDUK application (System Information Service Administration Population) by registration and uploading the required document.

Various previous studies have shown that the effectiveness of the KIA program is influenced by several factors. [13] found that KIA services have performed quite well in achieving their objectives. However, they still face challenges in evaluation, public satisfaction, and the availability of facilities and infrastructure. Research by [14] shows that the effectiveness of KIA services has been largely met, although socialization and facility support activities still require improvement. Meanwhile, [4] revealed that the achievement of KIA ownership has not reached the national target, although aspects of adaptation and socialization have been carried out effectively. Other research conducted by [15] shows that low levels of socialization and organizational capacity are the main factors hampering the effectiveness of KIA program implementation. Study about quality service public in other sectors also provide information relevant besides studies that are special discussing KIA [16] shows that reliability officials and attitudes service has functioning with well, though speed digital services and access are still need repair, and quality service public Not yet optimal, especially related with reliability, responsiveness, and assurance time services. (mahmudi Y. Heryanto et al., 2023) shows emphasize that quality service public not yet optimal, especially related with reliability, responsiveness, and assurance time services. Identified barriers covering limited source power human, factors environment that influences water availability, and slow response to complaint customer. Findings This show that effectiveness service public is greatly influenced by readiness source Power humans, utilization technology and patterns communication with society. In conclusion that Still there is gap in study about effectiveness KIA Program services, especially related innovation service, collaboration between institutions, and satisfaction society. Therefore that, research This focus on effectiveness service public in implementation of the KIA Program, with emphasize on quality services, organizational strategies, and effort adaptation and innovation carried out by the Population and Registration Service Civil Kuningan Regency, expected can give contribution Good in a way theoretical and practical For strengthen service administration more population effective, participatory, and sustainable.

3 Research Method

Study This use type study descriptive with approach qualitative approach This chosen Because considered most appropriate for get - depth understanding and comprehensive explanations about effectiveness service public in Implementation of the Child Identity Card (KIA) Program at the Population and Registration Service Civil

Kuningan Regency. According to [17], method study qualitative used For study condition object in condition naturally, where researchers act direct as instrument main. Data collection techniques were carried out through observation, interviews, documentation, and triangulation. Subject study done with use technique *purposive sampling* and *snowball sampling*, which involves election informant based on consideration certain appropriate with need research, including Head of Population and Registration Service Civil, Secretary of Service, Head Child Identity Card Field, and member community involved in Child Welfare. Data analysis done through stages data collection, data reduction, data presentation, and conclusion drawing to get comprehensive picture about effectiveness service public in increase the success of the Child Identity Card Program.

4 Result and Discussion

4.1 Effectiveness of Public Services in Improving the Child Identity Card Program

Service program in Kuningan Regency began in 2016 in accordance with the Minister of Home Affairs Regulation number 2 of 2016 concerning Child Identity Cards, however, its implementation has not been fully implemented, effective, The role of the Population and Civil Registration Service (*Disdukcapil*) in increasing the effectiveness of Child Identity Card services every year, namely start apply The "KIAT SUKSES" program in 2021, also known as the Print Movement. This policy was implemented to enable Kuningan Regency residents with children aged between 5 and 17 years to create their own prints. Child Identity Cards in schools that collaborate with Early Childhood Education (PAUD), Kindergarten (TK), Elementary School (SD), and Junior High School (SMP), as well as the Department of Education and Culture considering the low number of children who have KIA in 2021. Furthermore, in 2024, the Kuningan Regency Population and Civil Registration Office (*Disdukcapil*) launched a new program called "PELITA ANAK" in collaboration with Integrated Health Posts (*Posyandu*) to increase the issuance of Child Identity Cards for children under 5 years of age. This demonstrates that *Disdukcapil* is implementing various policies to reach the grassroots level. bottom in increasing the effectiveness of KIA services Based on data from the Population and Civil Registration Office of the Regency of Upaten Kuningan , KIA ownership achievement for three years the last year is as follows:

Table 1 KIA Ownership Achievements in the last three years (2023 – 2025)

No	Year	Number of Children Aged 0-17 Years	Number of Children Owning KIA	%	Number of Children Not Owning KIA	%
1.	2023	327,310	161,088	49.22%	166,222	50.78%
2.	2024	328,691	181,500	55.22%	147,191	44.78%
3.	2025	316,214	179,619	56.80%	136,595	43.20 %

Source: Population and Registration Service Civil Kuningan Regency.

The author analyzes card services child identity in the Regency Brass uses theory put forward by (Siagian in Nashar, 2020)Effectiveness service public and measurable from three factor For study study This namely: Time factor time, factor accuracy and factors style giving services. The discussion can be seen in the sub-sections as following:

4.1.1 Time Factor

Time factor in context This related with accuracy and speed services provided by the provider services. However, the criteria used for evaluate accuracy or speed services offered different between individual One with others. Although there is evaluation subjective, can confirmed that factor time can functioning as one of the gauge measuring for effectiveness Work.

Implementation of Standard Operating Procedures (SOP) for Child Identity Card (KIA) services at the Kuningan Regency Population and Civil Registration Office has been carried out consistently and with clear objectives. The timeliness of the service is reflected in the standard completion time set for KIA services, which ranges from 1 hour to a maximum of 24 hours, in contrast to collective processing which is set at around 3 days to 1 week, in accordance with regional policies aimed at accelerating the completion of population documents.

The speed of KIA services is also demonstrated by the ability of officers to complete services on the same day, especially for applicants who come in person and have met the administrative requirements. This speed is supported by a controlled administration system, free services, and the use of digital and community-based service innovations, such as the SIPANDUK application, the KIAT SUKSES program, and PELITA ANAK.

This service model accelerates service reach while reducing the burden on the system. Effectiveness time service Still face various constraint technical and structural, such as disruption to SIAK (System Administration

Population) if happen *system upgrade*, limitations network, condition geographical Relative brass area and availability source Power man moment operate fieldwork. Conditions This potential create mismatch between standard time services that have been established and reality services experienced by the community.

Disdukcapil developed a digital-based service strategy through online services and document delivery. through PT. POS with system payment fare Send *Cash on Delivery (COD)* to applicants. This innovation aims to reduce queues, speed up administrative processes, and reach people constrained by distance and time. The multi-level supervision implemented by the Civil Registration and Population Office (*Disdukcapil*) also plays a crucial role in maintaining consistent service delivery according to established time standards. Internal oversight and ongoing staff development serve as control instruments to ensure effective service delivery.

Interview results with Head of Department, control to speed response and accuracy time Child Identity Card (KIA) services are carried out through mechanism tiered supervision. Each KIA application is processed through stages systematic verification and validation by officials related, starting from Sub-coordinator until Head Field, before Finally approved by the Head of Service through implementation sign hand electronic (TTE). The application of TTE to KIA documents is part from system administration population national aim For ensure validity, security, and accountability document population. Service shows that Child Identity Card (KIA) services are implemented through structured mechanism with Good For ensure proper delivery time and quality service. After document applicant accepted, officer verification do review comprehensive administrative. If all condition complete, the KIA issuance process can completed in time around one hour. about procedures and requirements For service available through board channel in- office services, official website *Disdukcapil* , and the SIPANDUK application. Use application This allows public For in a way independent submit KIA application with upload condition administrative online. Documents that have been processed Then sent direct to address applicant through Work The same with PT Pos Indonesia uses system pay on the spot (COD). This strategy aim No only For increase efficiency time service but also for reduce congestion queue at the office service findings.

From the public's perspective, obstacles are still found in long queue times, even though the KIA printing process is relatively fast. This indicates that the effectiveness of service time is not yet optimal, as speed in one stage has not fully reduced waiting times at other stages. However, interview results show that officers are considered responsive and informative in explaining procedures, helping the public understand service channels and minimize administrative errors.

4.1.2 Accuracy Factor

The level of accuracy can be used as a benchmark for assessing the effectiveness of service providers. The effectiveness of a service provider is crucial. The accuracy factor refers to the attention to detail shown by service providers to their customers. Customers tend to give lower ratings to service providers if there are many errors in the service process, even if the service is delivered on time.

Population and Registration Service Civil (*Disdukcapil*) implements a service model that emphasizes accuracy from the beginning, which includes complete verification and suitability document supporters such as Family Card, birth certificate birth, and children. The process of issuing Child Identity Cards (KIA) utilizes an integrated population database, so that removes need for re-entering data by staff, which aims to minimize potential data input error. validation end of population data managed by the System Information Administration Population (SIAP), which is managed in a way centralized at the level national, so that limit authority government area only in the data input and printing process document. Situation This describes that quality and accuracy KIA services do not only depend on performance officials' area but also on the mechanism data validation at the level center.

Steps to ensure quality and accuracy services, *Disdukcapil* provides easy complaints accessible to the public through digital communication media such as WhatsApp and the involvement of village operators. The mechanism This functioning means for repair discrepancies in the KIA data published and are part from system control quality Services.

From the public's perspective, the KIA service was deemed to have been carried out carefully and accurately. Applicants stated that officers ensured the data between the Family Card and birth certificate matched each other before the issuance process, thus ensuring no errors were found in the documents received. Potential errors especially appear at the stage technical and administrative, such as processes installation risky blanks backwards as well as the completeness and suitability of supporting population data.

The KIA printing process is point critical Because limited availability blank and risk error technically , that's it why authority For print restricted only For experienced personnel under supervision strict . Restrictions authority This show existence mechanism internal control aimed at minimizing errors that can occur influence validity document population. The KIA service at the Kuningan Regency Population and Civil Registration Office adheres to procedures, supported by ongoing internal training and supervision. Regular training through roll calls and briefing forums serves to instill the values of discipline, professionalism, and service ethics among staff. Through

these mechanisms, leadership provides direct guidance to ensure that all personnel provide services in accordance with established SOPs.

Compliance with SOPs is further strengthened through regular briefings, both scheduled and ad hoc, especially when new policies are introduced or urgent service issues arise. These briefings serve as a platform for interdepartmental communication and evaluation to identify barriers to service delivery and formulate solutions that remain grounded in procedural regulations. Compliance with SOPs is also reflected in the establishment of clear service pathways, one of which involves the placement of a verification team at the beginning of the service process. This team plays a crucial role in assisting the public with document and completeness checks before entering the main service stage. This strategy aims to ensure that every KIA application meets administrative requirements and is processed in accordance with applicable procedures.

4.1.3 Service Delivery Style Factors

Service delivery style is another measure that can be used to assess job efficiency. Here, the term style refers to the way a service provider delivers services to customers. Customers may sometimes be dissatisfied with a service provider's style. When discussing suitability, it's actually inseparable from the individual's values.

The Kuningan Regency Civil Registration Office has implemented a daily performance appraisal system through the SIJAPATI application as a managerial control tool. This system allows leaders to directly monitor employee performance, discipline, and productivity. The implementation of digital-based performance appraisals encourages officials to work more responsibly and be results-oriented. The effectiveness of the KIA service style is also evident in the responsiveness and proactive attitude of frontline staff. Deploying a verification team to assist the public in verifying completeness of documents and providing assistance in completing forms is a form of service focused on preventing administrative errors.

The attitudes and behaviors of KIA service officers in the *Disdukcapil* of Kuningan District have been cultivated through initiatives aimed at enhancing employee competencies and building a sustainable culture of service delivery. Technical guidance (Bimtek) is a useful tool for developing employees' competency and professionalism. By participating in such programs, employees will be able to obtain current information and competencies that are required to perform their duties in the public sector. Financial limitations in some periods affect the continuation of formal training programs. Nevertheless, the *Disdukcapil* of Kuningan Regency is able to maintain its services in good condition with regular attitude training conducted in the roll call session and briefing sessions.

During those meetings, the officers are able to emphasize the principles of friendliness and service ethics by applying the 5S method (Smile, Greet, Say Hello, Courteous, and Polite). This shows that effectiveness in service delivery is not only measured by how often employees undergo training but also through attitude development and internal organizational communication. The adoption of the 5S philosophy in everyday service activities is one way to ensure that the quality of interactions between officers and citizens remains high. Officers who fail to uphold the required service attitude standards shall be guided in following service attitude standards. This can be seen as supervision of employee conduct to maintain consistent service attitudes.

The application of the non-discrimination principle can be observed through the Kuningan Regency Population and Civil Registration Office's commitment to giving special treatment to marginalized groups like disabled persons, people suffering from mental illness (ODGJ), and other members of the community who lack independence in accessing the service. From here, one can see that the provision of KIA is not purely bureaucratic but involves issues of social justice.

From the public's perspective, KIA services are perceived as increasingly accessible and communicative. Officers are seen as helpful and actively providing guidance regarding data completeness prior to KIA issuance. Corner view the public perceives KIA services to be delivered in a friendly, communicative, and professional manner. Officers are perceived as helpful and actively providing guidance throughout the KIA process, so the public feels valued and well-served. From the perspective of the public as service users, interviews indicate that the KIA service process is perceived as fair and non-discriminatory. Services are implemented based on a queuing system and transparent service mechanisms, so that the public feels they receive the same attention as other applicants. This transparency of service mechanisms is a crucial factor in shaping positive public perceptions of the fairness and quality of public services.

4.2 Effectiveness Public Services that influence in improving Child Identity Cards at the Population and Registration Service Civil Kuningan Regency

The Kuningan Regency Population and Civil Registration Office continue to face challenges in improving the Child Identity Card Program. Based on research findings obtained through the collection of various relevant data

in the field, researchers have identified several factors that hinder the effectiveness of public services in improving Child Identity Cards at the Kuningan Regency Population and Civil Registration Office, as follows:

- a. Lack of widespread outreach is a major obstacle, especially for people unfamiliar with online services or facing geographic constraints. Long distances often discourage residents from visiting the Civil Registration Office (*Disdukcapil*), even though services are available online through the Sipanduk app.
- b. Suboptimal digital literacy remains a major obstacle for the public. Not all families are familiar with how to use civil service applications.
- c. Budget limitations for Human Resources (HR) training in particular are a challenge.
- d. Factors influencing KIA services include time and speed of service. This is due to the fact that the public highly values time efficiency, ease of access, and assurance of completion in accordance with standard operating procedures (SOPs). Furthermore, service style and data accuracy also contribute to positive public perceptions of service quality.

4.3 Efforts for Effectiveness Public Services in Improving the Child Identity Card Program at the Population and Registration Service Civil Kuningan Regency.

Efforts to increase effectiveness of the service public in improving the card program identity children at the Population and Registration Service Civil Kuningan Regency, still found several factor inhibitors, as has been explained previously. Therefore, based on results observations, interviews, and documentation conducted by researchers at the Population and Registration Service Civil Kuningan Regency, obviously that obstacles can minimize through various step strategic that can be taken by the Department. The Head of the Department has carried out a few strategic actions for overcome obstacles to this and improve effectiveness KIA services. The following is efforts that can be made done for overcome obstacles:

- a. Civil population and Registration Service in a way continuously do socialization through various channels, start from schools, integrated health posts, villages, to organization public like Empowerment and Welfare Family (PKK) and cadres' health. In addition, the Department has applied system delivery document *Cash on Delivery (COD)*, which is possible citizens who face challenges geographically and long distance For submit application through SIPANDUK application and receive document through PT.POS. Socialization This emphasize No only KIA function as identity child but also introduces benefit addition like access to service health, education, and collaboration with entity private as well as institutions users like clinic circumcision, Pizza Hut, home sick, and some object tourism, as well as partnership with organization For facilitate deed birth and KIA for baby newborn. Approach This has caused improvement.
- b. The strategy taken For overcome obstacles This including provides online services through application Sipanduk , which facilitates Good application individual and collective (by village). For increase KIA ownership, *Disdukcapil* focus on targeting group age child through KIAT SUKSES program for school-age children (accessed by school operators) and PELITA ANAK program for children under 5 years old (processed by *Posyandu* operators in villages). Implemented through schools and integrated health posts this strategy considered effective. *Disdukcapil* has introduce innovation digital services through application SIPANDUK, so that people do not have to come directly to the *Disdukcapil* office, the documents produced can sent direct to address applicant through partnership with PT Pos, so that remove long distance as reason main public reluctant managing KIA. Challenges overcome with " one " policy family, one application," where members family who have have an ID card (for example, a children) can helping parents in the application process. *Disdukcapil* implementing a more comprehensive service strategy Flexible. People who are unfamiliar with using the app can still receive assistance from village operators, school operators, or other family members
- c. Mechanism training For officer done through activity development capacity (BIMTEK), which is usually held every year. However, in 2024, the activity This No will implemented Because limitations budget. Although thus, as long as every direction or roll call on Monday and Tuesday led by the Head of Service and Secretary of Service for all field, always There is reminder about importance apply the 5S principle is Smile, Greeting, Greeting, and attitude friendly other in give service to society. However, if There is matter urgent need delivered Regarding service regulations, briefings can be held directly in the office of the Head of Service or Secretary of Service, and should be held at most once a month. Furthermore, the Population and Civil Registration Office (*Disdukcapil*) is strengthening collaboration with various parties, such as universities, KKN students, and other agencies, to assist with education and outreach activities within the community. With this collaborative strategy, budget constraints are no longer a major obstacle to the sustainable implementation of the KIA program.
- d. Strategic efforts needed done developing digital-based services through online services and document delivery through PT. POS with system payment fare Send *Cash on Delivery (COD)* to applicants. This

innovation aims to reduce queues, speed up administrative processes, and reach people who are constrained by distance and time. as well as optimize management source Power human and regulate queue service.

5 Conclusion

Findings research based on theory effectiveness service public according to Siagian in Nashar (2020) shows that Implementation of the Child Identity Card (KIA) program at the Population and Registration Service Civil Regency Brass in a way general has walk with well, though Not yet completely optimal. In terms of factor time, KIA services have set Procedure Operational Clear Standard Operating Procedures (SOP) with a completion target of 1–24 hours for service direct and some day For service collective.

However, the implementation Still influenced by constraints technical like disruption to the SIAK system, coverage limited network, conditions geographical areas, and deficiencies source Power humans, which has an impact on time Wait society. Regarding accuracy, staff has show perseverance in verify completeness and conformity of document data, supported by the system verification tiered and use sign hand electronics, which helps minimize error administrative and maintenance accuracy published documents. While, from aspect style delivery service, attitude of officials assessed friendly, responsive, and communicative, as well as support from public awareness in making KIA through program innovation from Population and Civil Registration Office like SIPANDUK application, KIAT SUKSES program, and PELITA ANAK, which expand access services. As well as the obstacles experienced Civil Registry Office Already apply service digital- based SIPANDUK, briefing in the room Secretary of the Department If There is urgent matters such as SIAK updates.

Although achievement KIA ownership shows improvement every year, increase effectiveness service Still need strengthening digital infrastructure, optimization management time services, and improvements capacity source Power man For ensure that services provided more fast, more accurate and easy accessible to all public.

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