

# PROSIDING UT

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**PUBLIC SERVICE INNOVATION OF DOOR-TO-  
DOOR BIRTH  
CERTIFICATION PROGRAM IN KALIJARAK  
VILLAGE OF  
TASIKMADU SUB DISTRICT OF KARANGANYAR  
REGENCY**

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**Abstract**

Demographic administration data was obtained through three events: fertility, mortality, and mobility. From those three events, the registration of birth rate is still conducted inadequately in rural areas. It is because geographically the distance of Kalijarak and Sub District and Regency Offices is far enough and less affordable, and due to villagers' low consciousness, knowledge, and average financial ability. Meanwhile, the requirement for birth certificate is very desirable. Through door-to-door registration program conducted by village government apparatuses, the birth can be documented well. This research employed Max Weber's Bureaucracy theory (1930), with objectivity and rational principles, as the best alternative to the organization of modern public service. Informants were selected using snowball sampling technique, and data collection was carried out using in-depth interview and documentation. The result of research showed that through active role of Kalijarak Village's apparatuses and the officers of Demographic and Civil Registration Office of Karanganyar Regency, people become aware of the importance of demographic documentation and many more villagers administer birth certificate.

**Keywords:** innovation, public service, door-to-door strategy

Since the launching of "good governance" focusing on strengthening the role of society and private, government no longer becomes the only determinant and the participation of stakeholders including society and private in decision making becomes the target and the goal of a successful service provided by government. Customer satisfaction, in this case community, becomes very important and the focus of service provided by government. The demand for high-quality service provided by government in democratic era today needs information transparency that is accessible to all classes of society. Information accuracy needs valid and accountable supporting data. Database is needed from the bottom level, village.

Data from village gets less serious attention so far, many data collected is normative in nature. It can be understood because the data focuses more on quantitative target, so that qualitative data is not an important need, while data of village is the sufficiently vital primary data in planning and drawing conclusion. Mortality data records the mortality rate of local village population. The recording of mortality data is more passive in

nature because it is made based on death report. The recording is often made lately so that in many cases, some died people are still registered as the living one.

This study emphasizes more on fertility data. Limited fertility data supported with documentation in the form of birth certification becomes a distinctive constraint to demographic administration in the village. It is because of some factors: villagers' low consciousness of Birth Certification and cost to be spent. In addition, village apparatuses have conducted socialization inadequately about the importance of demographic document. Village government in this case can involve the role of village midwives in administering village birth certificate as the first one dealing with childbirth as the starting point to play its role maximally in socializing the importance of birth document in collaboration with government at sub district and regency levels.

The interrelationship between birth document in the form of document certificate in administering other documents such as Family Card, Identity Card or other affairs like data completion for Civil Servant should be anticipated by the people. The people living in rural areas are less aware of it, so that will be overwhelmed later when they should administer some document requiring the ownership of birth certificate. For that reason, this discussion is targeted to build synergy expected to grow all stakeholders' consciousness of administering birth document in the form of birth certificate. This early process of activity aims to grow the people's consciousness of Birth Certification as soon as possible. It is possible when there is a good will in both parties (people and government). The constraints arising should be solved as much as possible, including recovery, cost dispensation, and accessibility to the people. Transparency, accountability and responsive government will help suppress demographic problems occurring so far. The quality of demographic data will be very helpful to the government in making policy.

#### METHOD

The population of research consisted of people/citizens of Kalijarak Village of Tasikmadu Sub District of Karanganyar Regency who have gotten married and have ever given birth and living in the village for at least 6 months. About 10% of population was taken as the sample, by inviting the citizens to attend the socialization held by Demographic and Civil Registration Office in Kalijarak Village Office, Tasik Madu Sub District, Karanganyar Regency with the Head of

Village's invitation through the Heads of Hamlet. From the documentation based on presence list, it could be found 6 citizens with married status and with children. From the result of interview, it could be seen that they have not had birth certificate and will deal with their child's birth certification.

#### THEORETICAL STUDY

Marx Weber (1930) suggests bureaucracy theory using objective and rationality principles constituting one of the best alternatives to the organization of breakthrough modern service by means of conducting socialization directly to villagers, called a responsive public service. Then, Zeithaml, Parasuraman, and Berry (1990) suggest conceptual model of service quality stating that public service conducted by provider should be able to give the customers what they expect and in fact villagers are very enthusiastic with attending the socialization and follow up it by conducting birth certification collectively through local village apparatus. There is a meeting point between what the public service gives and what the people expect.

#### RESULT AND DISCUSSION

Considering the result of interview, there are 86 respondents with more than one child and having not conducted birth certification, with delivery process through traditional midwife help, without help, or with village midwife's help, and no delivery process conducted in hospital or puskesmas (public health center).

Table 1 Identification of Birth Certification Model Collected From The Result Of interview

No	Delivery Mode	Assessment	Cost	Constraint	Target	Result
1	Hospital/ Public health Center (Puskesmas)	Recommendation from Hospital	Independent	Report to village is not submitted	Registered and documented birth	Birth certification is published
2	Village Midwife	Initiative of two parties	Independent	Registration takes long time	Registered birth while waiting for birth certification	Birth certification is published
3	Traditional Midwife	Village Apparatus and personal	Dispensation	Is not monitored whether or	Documented birth, the process of birth certification will follow	Birth certification is not published/ only
No	Delivery Mode	Assessment	Cost	Constraint	Target	Result
				not the birth is registered		birth statement
4	By Self	Village Apparatus	Dispensation / collective	None	Documented birth by using birth recommendation	Birth certification is published

#### THE PROCEDURE OF BIRTH CERTIFICATION

The registration of birth data starting with filling in the birth reporting form to Regency's Demographic and Civil Registration Office and enclosing the original birth statement from the Village and birth statement from Supporting Clinician/midwife, marriage document, copy of Family Card, copy of Identity Card, and presenting 2 witnesses.

Fill in the birth statement form recognized by the Head of Village

No fee is collected for birth certification in Regency's Demographic and Civil Registration Office, and there is only transportation cost for the process of registering from Village to Regency's Demographic and Civil Registration Office, the amount of which is determined based on the two parties' agreement.

Considering the result of interview with respondents, it can be seen that some respondents do not conduct birth certification so far because they do not know the requirement for it, have no budget for doing it, and they consider that Birth Certificate is not too important (Result of Pretest). Through the socialization conducted by Demographic and Civil Registration

Office of Karanganyar Regency attended by 86 participants, the people then conduct birth certification for their children collectively through the Village (Result of Posttest).

#### CONCLUSION

A proactive (door-to-door) approach model is required to approach the people in rural areas with limited access. A responsive public service model is sufficiently effective in rural areas because people in rural areas have characteristics different from those in urban areas who have higher consciousness of conducting birth certification, because they understand the importance of birth certificate for public administration affairs.

A proactive management model involving media, NGO, professional organization, high education (university), can bridge and reduce the villagers' gap of access. Governmental apparatus' support and commitment from Regency to Village level in the form of public service innovation become determinant of a successful program.

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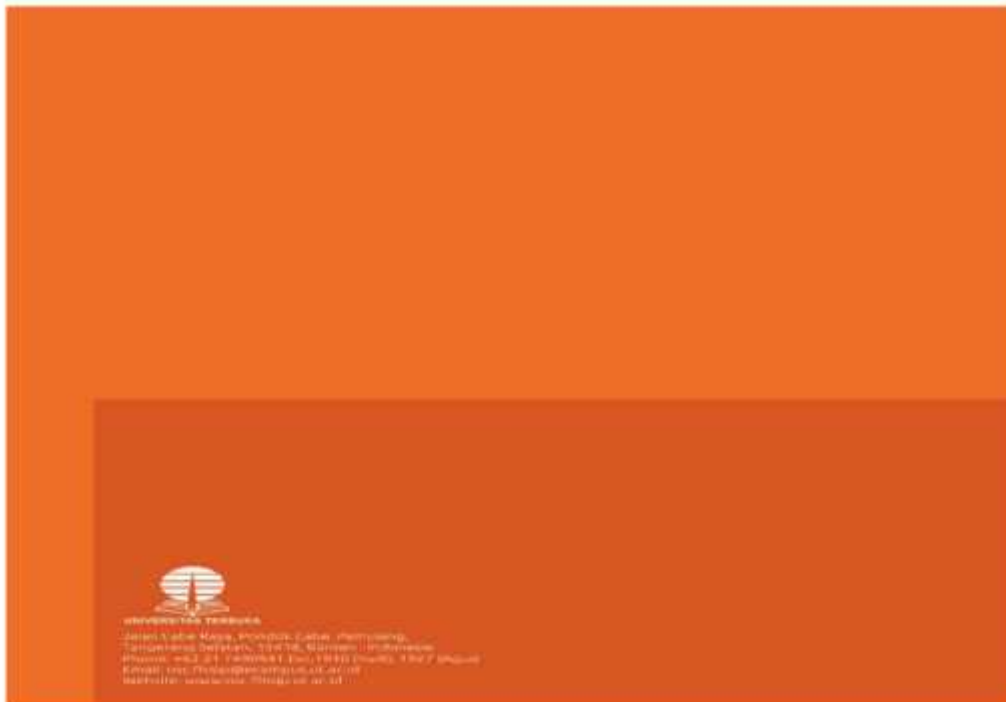
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