

## Conference Paper

# Using Public Service Innovation Jempol Sehati in Sinjai District During COVID-19

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**Abstract.**

The study describes the application of *Jempol Sehati* as a public service innovation during the COVID-19 pandemic at the Sinjai Regency Investment and One-Stop Services Service (DPMPTSP). The problem studied in this research is the process of organizing the innovation *Jempol Sehati* (such as online pick-up, healthy, safety and certainty), because of the government's instruction to reduce activity in general. This study was conducted at the Investment Service and PTSP in Sinjai Regency using qualitative research methods. The data collection techniques used were observation, interviews, and documentation. The data analysis techniques used were data collection, data reduction, data presentation, and decision making for conclusions or verification. The results of this study indicate that the application of *Jempol Sehati* (as an innovation in public services during the COVID-19 pandemic) had a positive impact on improving the quality of public services both offline and online. Community satisfaction has increased, as has the number of services during COVID-19, namely 1,516 permits in a year. Innovation makes services effective and efficient, where people can access information or services online without having to visit the service office physically. This can save time, effort, and costs incurred by the public and government agencies in public services. Thus, the implication of implementing innovation in public services is increasing transparency with more active public participation, saving time and costs, increasing public satisfaction.

**Keywords:** innovation, public service, community

## 1. Introduction

The quality of public services reflects how a country's government operates. Judging from the condition of public services in Indonesia, the quality shown remains unsatisfactory. This is based on a number of issues that also characterize the implementation of these public services, such as 1) The culture of being 'served' is still strong rather than the culture of serving so that the community's need to get good service is neglected; 2) The service culture shown still tends to be bureaucratic where service procedures still seem complicated and convoluted; 3) Public perception to get good and fast service must go through various shortcuts caused by the behavior of service personnel who still discriminate between service delivery Nuriyanto, [1].

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One pattern of excellent service implemented by local governments is the One-Stop Integrated Service (PTSP). A One-Stop Integrated Service is a pattern of public services held in one place, which includes various types of services that have process linkages and are served through one door. The complexity of the process of obtaining permits and the seemingly convoluted bureaucracy is the background for the formation of the PTSP. The objectives of establishing the PTSP itself include shortening the service process, realizing a service process that is fast, easy, cheap, transparent, certain and affordable, as well as bringing closer and providing broader services to the community.(Regulation of the President of the Republic of Indonesia, Number 97 of 2014 Concerning the Implementation of One-Stop Integrated Services with the Grace of God Almighty, President of the Republic of Indonesia, 2014). Through the Regulation of the Minister of Home Affairs (Permendagri) Number 24 of 2006 concerning Guidelines for the Implementation of One-Stop Integrated Services, the government instructs local governments to form integrated service units with the type of institution adjusted to the capabilities and needs of the region, whether in the form of an agency, agency or office.(Regulation of the Minister of Home Affairs Number 24 of 2006 concerning the Guidelines for the Implementation of One-Stop Integrated Services, 2006).

The Investment and One-Stop Integrated Service Service (DPMPTSP) is a one-stop integrated licensing service provider agency in Sinjai Regency based on Sinjai Regent Regulation Number 71 of 2016 concerning Organizational Structure, Position, Main Duties and Functions and

Working Procedures of the Investment and Investment Service One Stop Integrated Services

(DPMPTSP) Sinjai [2]. Then, in carrying out its main duties, the Investment Service and One-Stop Integrated Services (DPMPTSP) were supported by Sinjai Regent Regulation Number 10 of 2016 concerning the Implementation of One-Stop Integrated Services in Sinjai Regency P. Sinjai, [3]. The regulation states the objectives of implementing one-stop integrated services:

1. Improving the quality of public services
2. Providing wider access to the public to obtain public services
3. Simplifying the process of obtaining permits related to investment
4. The process of obtaining permits and non-licensing is related to business and the implementation of investment activities.

While providing services, the Sinjai Regency Investment and One-Stop Integrated Services Service also experienced several obstacles such as inadequate infrastructure where network applications were not directly connected, lack of public awareness to legalize their business, Human Resources who lacked control over the process, and suboptimal implementation of licensing service procedures because permits issued are sometimes not in accordance with Standard Operating Procedures (SOP). This is because of the lack of control over the implementation of the SOP that has been determined, so that the permit issuance process is not in accordance with the procedures or stages that have been previously determined.

By entering the new normal order, the DPMPTSP makes changes and adjustments, as well as innovations to ensure that public services run well. Since there were instructions from the government to the public regarding the prevention and transmission of Covid-19, the regional government of Sinjai Regency has also placed an emphasis on public services, namely, the prohibition against gathering in one place. However, public services do not mean they do not exist, on the contrary, public services for licensing still exist and the government needs to create and develop an innovation or program that can provide solutions, such as innovation. JEMPOL SEHATI (Pick up - online, Healthy Safe and Sure).

DPMPTSP implements Innovation JEMPOL SEHATI (Pick up - online, Healthy Safe and

Sure), following the government's instructions to reduce activity in general. With the application of Innovation JEMPOL SEHATI (Pick up - online, Healthy, Safe and Definite) the government, in this case, the DPMPTSP limits residents who want to take care of permits, namely by simply staying at home and registering online, with DPMPTSP first advising the public to download the Sempelmi application in the playstore. Furthermore, the PTSP sent a Survey Team and Technical Team to collect the files, as well as conduct surveys and site inspections. If the requirements are met, the permit issuance process is carried out quickly, easily, and surely, supported electronically by the signing of a permit (Digital Signature). Permit applicants can track the progress of the permit process through the Sempelmi online service application. The permit that has been completed is delivered by the PTSP Officer to the Permit Applicant's home address.

By implementing the Jempol Online Sehati innovation, the objectives to be achieved are: a) improving the quality of public services; b) increasing public satisfaction with licensing services; c) realizing effectiveness and time efficiency; d) labor and costs for permit applicants to obtain permits; e) realizing healthy and safe services; and e) ensuring the prevention and breaking of the chain of transmission of Covid 19 Suhaeman, [4].

From the description above, it is interesting to discuss the Implementation of JEMPOL SEHATI in Public Service Innovation at the Investment Service & PTSP Sinjai Regency. Can the implementation of this innovation affect public services?

Technological developments have spurred a desire to improve public services. Technological developments, especially information and communication technologies, have provided a major impetus for innovation in public services. The use of mobile applications, online platforms, and information systems can facilitate access and speed up the service process for the community. As Hayat said in his writing that Services have the function of providing services for needs and in accordance with the required service standards. Public service innovation continues to develop in various regions as a framework for improving service quality Life, [5]. On the other hand, Dema Prayuda Saputra in his writings also revealed that the implementation of public services is an effort made to fulfill the basic needs & civil rights of every community from goods, services and administrative services provided by the state. Saputra & Widiyarta, n.d [6]. The purpose of this public service innovation carried out by the government is to improve public services, as expressed by Suryana and Agustino [7]. To improve these public services, several things are needed, namely vision and mission, infrastructure, human resources (HR), finance/budget, political support, technology, and community service users. Afridha & Parwiyanto, [8].

## 2. Methods

This study uses a qualitative approach. Data were collected through interviews conducted with the Head of the Sinjai Regency Investment and One-Stop Service Office, the Survey Team JEMPOL SEHATI, and people who have received the JEMPOL SEHATI service. Furthermore, field observations and literature observations related to the application were carried out by JEMPOL SEHATI using several documents related to the issues discussed. For technical data analysis, data were collected from interviews, field observations, literature observations, and related documents. The data collected were then grouped based on the needs of the problems discussed. The data that were grouped were then analyzed to draw conclusions.

## 3. Results and Discussion

Based on Sinjai Regent Regulation Number 9 of 2016 concerning Delegation of Authority for Management and Signing of Licensing and Non-Licensing to the Investment

Board and Licensing Services of Sinjai Regency, it emphasizes the main tasks of the Sinjai Regency One-Stop Investment and Services Office and Sinjai Regent Regulation No. 10 of 2016 concerning Guidelines for the Implementation of One Stop Service and Licensing Services for Sinjai Regency, the

The Investment Board and Licensing Services for Sinjai Regency, or now renamed the Investment Service and One Stop Services for Sinjai Regency, have the main duties and functions of managing all forms of licensing and non-licensing services in the region with a one-door system.

One-Stop Integrated Services, hereinafter abbreviated as PTSP, are licensing and nonlicensing service activities related to business fields in regions whose management process starts from the application stage to the document issuance stage, which is carried out in an integrated manner with a one-door system and carried out in one place. Based on the purpose of implementing Innovation JEMPOL SEHATI, the results of the study show that:

a. Improving the quality of public services

Service quality improvement publicis about service quality improvement publicly periodically and innovation in every field service in accordance with the needs and expectations of society. Besides That is service quality public increased with the aim of gaining public trust Also increase to service provider public in order to improve the welfare of the community by making public complain ts as means of improving service public.

To carry out the instructions of the central government in public services during the Covid-19 Pandemic, the Sinjai Regency through the One-Stop Investment and Services Agency (PTSP) issued a healthy, Safe and Secure Online Pickup Innovation (Sehati Online Pickup).

The Pick Up Online Program is a superior public service program carried out by the Sinjai Regency PTSP Service. This innovation has led Sinjai Regency to win second place at the National level in the New Normal Covid-19 regional innovation competition which was held in 2020. (Sinjai Regency Government, nd). This innovation was made by the Government of Sinjai Regency to provide ease of licensing. The implementation of licensing and non-licensing services based on JEMPOL SEHATI began in 2020.

Implementation of services JEMPOL SEHATI This is guided by the Standard Operating Procedures for each type of licensing and non-licensing service. The flowchart of Innovation JEMPOL SEHATI is as follows:

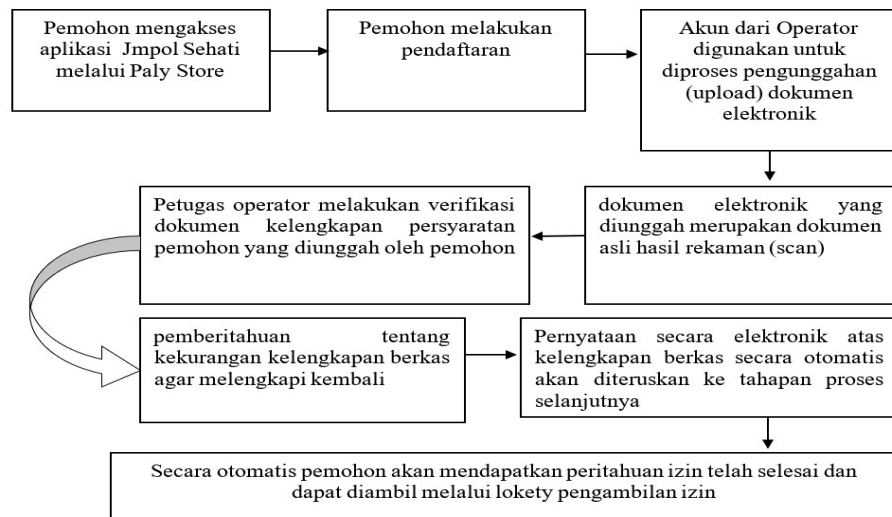


Figure 1: Service Flow JEMPOL SEHATI.

Improving the quality of public services through JEMPOL SEHATI, an initiative involving the use of technology and community participation. The JEMPOL SEHATI provides a transparent platform for licensing services. With this transparency, the public can monitor and verify the actions taken by the government to deal with the problem. This can increase accountability and reduce corrupt and fraudulent practices.

b. Increase community satisfaction

One of the benchmarks for assessing service quality is to listen to or gather perceptions of the implementation of the work program. The indicator used for the measurements was Kepmen PAN Number KEP/25/M. PAN/2004 concerning General Guidelines for Compiling the Public Satisfaction Index for Government Agency Service Units that community satisfaction is the result of public opinion and evaluation of the performance of services provided by the administrative apparatus (Decree of the Minister of Administrative Reform 2004).

Based on the data collected, to measure the community satisfaction index on the results of the performance carried out in the service, a questionnaire was used as a tool for collecting data on the satisfaction of the service recipient community. The questionnaire was prepared for the purpose of surveying the level of community satisfaction. In addition, the assessment of community satisfaction can be seen from the number of services that have been performed.

The following is the number of services provided by the Sinjai District Investment and One-Stop Services (PTSP) Service.

Table 1. Number of Permits Issued from 2020 to 2021

**No. Permission Type 2020 2021 Total**

1. Disturbance permit/Ho 157 267 **267**
2. THERE 155 107 **262**
3. SIUP 156 108 **264**
4. TDP 83 70 **153**
5. TDI 19 12 **31**
6. TDG 2 3 **5**
7. IUTM - - -
8. Advertisement 12 8 **20**
9. Routes/KPS 71 33 **104**
10. IMB 2 6 **14**
11. IUJK 6 20 **26**
12. Location permission - - -
13. Principle permit 1 1 **2**
14. TDUP 1 3 **4**
15. Fisheries SIUP 2 3 **5**
16. Evidence of fishing vessel registration (ANDON) 15 17 **32**
17. Certificate of andon fisherman (SKNA) - - -
18. Evidence of fishing vessel registration (BPKP) 15 16 **31**
19. DAMIU permission 2 - **2**
20. Drugstore license - - -
21. Pharmacy license - - -
22. Clinical practice license - - - 23 Doctor's practice license (SIPD) 8 2 **10**
- 24 Midwife practice license (SIPB) 4 7 **11** 25 License to practice nurse (SIPP) - - - 26 Pharmacist practice license (SIPA) - - **2**
1. Midwife work permit (SIKB) 81 39 **120**

2. Nurse work permit (SIKP) 37 7 **44**
  3. Pharmacist work permit (SIKA) 1 - **1**
  4. Pharmacy technical worker work permit (SIKTTK) 3 7 **10**
  5. Environmental permit 1 - **1**
  6. Research permission 67 33 **100**
  7. Domestic work placement service business license - - -
  8. Work training business license (IUPK) - - -
  9. Permit to establish and organize a community learning activity - - - center (PKBM)
  10. Permit to establish and organize courses and training 1 1 **2**  
institutions (LKP)
1. Permit to establish and organize early childhood education 1 1 **2** (PAUD)

**Total 900 616 1,516**

*Data source: Investment and One Stop Service Office of Sinjai Regency*

Based on the table above, it can be seen that the number of permits issued by the Sinjai Regency Investment and One-Stop Services Service from 2020 to 2021 is 1,516 permits. Among all the permits issued, the highest or most permits are disturbance permits/HO (267 permits), SIUP (264 permits), and SITU permits (262 permits). The service of permits is carried out by conducting field studies and reviews by the technical team, and there are permit services that do not need to be studied and reviewed in the field.

By increasing the quality of public services through the JEMPOL SEHATI, we hope that there will be an increase in community satisfaction. When problems are reported and addressed quickly, efficiently, and transparently, people feel heard and valued. This can increase public trust in the government and their satisfaction with the public services they receive.

c. Realizing effectiveness and efficiency

In implementing a program or policy, the government always pays attention to the principles of effectiveness and efficiency. A program is said to be effective if it can run according to what has been set in the formulation of the previous objectives. Similar to efficiency, the government must issue the budget as well as possible in accordance with the needs that will be implemented in the programme Handayani & Nur, [9].



Effectiveness and efficiency in public services are very important for achieving community satisfaction and optimal use of resources. Effectiveness relates to the extent to which public services succeed in achieving stated goals. Effective public services are those that can provide real benefits to the community and meet their needs and expectations. One indicator of effectiveness is the design of appropriate policies and programs to achieve the goals. Of course, this becomes the background for the emergence of JEMPOL SEHATI innovation.

Meanwhile, efficiency is related to the optimal use of resources in the delivery of public services. Efficient public services can achieve the desired results by using available resources effectively. One of the current efficient indicators is the use of appropriate technology and information systems to increase operational productivity and efficiency as well as innovation. JEMPOL SEHATI using the Sempelmi application which can be downloaded through the Play Store at <https://play.google.com/store/apps/details?id=app.fortidev.sempelmi>. Based on information in the field related to effectiveness and efficiency in public services, the Head of the Investment Service and PTSP said that "This form of service actually makes it easy for people who want to process permits to queue, but with this innovation, we serve by prioritizing safe and fast services. This is in line with the Vision and Mission The Regent and Deputy Regent of Sinjai are committed to encouraging better public services, so how do we make them innovation to make it easier for the community, and how are there efforts to accelerate doing business in the community so that permits are not a problem?"

Therefore, it is important to strike a balance between effectiveness and efficiency in public services. Public services that are effective but inefficient can lead to wastage of resources, whereas public services that are efficient but ineffective will not provide the benefits expected by the community. Therefore, good public service delivery must strive to achieve these two aspects in a balanced manner.

Therefore, JEMPOL SEHATI can reduce bureaucracy and optimize the process of complaints or service requests. With this platform, the public can access online information or services without having to visit a service office physically. This can save time and costs incurred by the community and DPMPTSP of the Sinjai Regency. d. Power and costs

Efficient use of labor and costs in public services not only helps save resources but also improves the quality of services to the public. With good planning, using the right technology, effective management, and good collaboration, the government can provide optimal public services with the available resources. Currently the One Stop Investment and Services Agency has a total of 1,000 employees

TABLE 1: Data on the Number of DPMPTSP Employees Based on District Education Level. Sinjai.

No.	Level of education	Number of Employees
1	SMA/SMK equivalent	5
2	Diploma	2
3	Bachelor degree)	45
4	Masters (S2)	7

Total 59

Source: DPMPTSP Sinjai Regency, 2021

d. Healthy and safe service

Healthy and safe public services are efforts to maintain public health and safety in various aspects of life. For this reason, the Investment Service and PTSP Kab. Sinjai innovates in Remote Public services, which allows public services to be provided remotely or online to reduce the risk of transmission of various diseases. Especially in conditions that are still overshadowed by Covid-19. Therefore, during the COVID-19 pandemic, it is important for public services to focus on the goals of healthy and safe services.

Therefore, the Investment Service and PTSP Kab. Sinjai continues to innovate in its services to the community. This has been proven in 2021 by the Investment Service and PTSP Kab. Sinjai in organizing Licensing and Non-Licensing Services refers to launching new innovations on August 9, 2021, so the entire Business Licensing Issuance Process is carried out through this application, while the Non-Business Licensing process is still carried out through the SIMPELMI Application, which is at the District Investment Office and PTSP Sinjai (D. Sinjai, [10]. This data is supported by information from the Sinjai

PMPTSP Service Survey Team which said that “People don’t need to go far and don’t have to pay for transportation, they don’t have to bother coming to the PTSP office, they just have to stay at home and register for permits online.”

To provide healthy and safe public services, the government and related institutions must ensure that relevant standards and regulations comply. Healthy and safe public services can increase public trust in government and public institutions. People feel valued, heard, and protected by the government. This can increase people’s satisfaction with the public services they receive and strengthen the relationship between government and society. Thus, improving the quality of public services that are healthy and safe can positively impact the health, safety, accessibility, and satisfaction of society as a whole.

## 4. Conclusion

Based on the results of this discussion, it can be concluded that the implementation of public service innovations must ensure the fulfillment of community needs. JEMPOL SEHATI improved the quality of public services at the PMPTSP Office of Sinjai Regency during the Covid-19 Pandemic, which was supported by increased community satisfaction. JEMPOL SEHATI has realized effectiveness and efficiency in the delivery of services by utilizing technology in its implementation, so that it does not require a lot of manpower and large costs. Even so, in the implementation of services, there are still obstacles such as inadequate network coverage, not all people have cellphones that support this innovation, so that the documents submitted are unclear, and there are still areas that have poor road access for document delivery for service recipients.

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