

SERVICE INNOVATION ACCELERATES THE ISSUANCE OF POPULATION DOCUMENTS FOR DISPLACED PERSONS IN PEKANBARU CITY

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ABSTRACT

Service innovation provided by the Regional Government through the Population and Civil Registration Service are breakthroughs in public services which are creative idea and modification that are able to provide benefits to the community. Through Disdukcapil, the government provides population administration services in recording e-KTP to the public. One of the Disdukcapil that provides population administration services is Pekanbaru City Disdukcapil through the Sipintar Innovation (Service System to Complete the Identity of Displaced Persons). The purpose of this study was to determine the implementation of Sipintar innovation in Pekanbaru City Disdukcapil and identify factors that hinder the implementation of Sipintar innovation. This research uses bugge's theory of innovation success attributes in Winda (2021), where there are six indicators, namely: Governance and Innovation, Sources of the Ideas for Innovation, Innovation Culture, Capabilities and Tools, Objectives, Outcomes, Expense and Obstacles, Collecting Innovation Data for Single Innovation. This type of research is qualitative research with a phenomenological approach. The collection of necessary data, both primary and secondary data, is collected through interviews, observations, documentation, then analyzed so that conclusions can be drawn from existing research problems. The result of this study is that the existing innovations have not been optimally implemented because there are still inhibiting factors in its implementation, namely the low socialization of face-to-face / direct innovations, the limitations of e-KTP recording devices, and also network disruptions when recording e-KTP.

Keywords: Service Innovation, Population Documents, Displaced Persons

ABSTRAK

Inovasi pelayanan yang diberikan Pemerintah Daerah melalui Dinas Kependudukan dan Pencatatan Sipil merupakan terobosan dalam pelayanan publik yang merupakan ide kreatif maupun modifikasi yang mampu memberikan manfaat kepada masyarakat. Melalui Disdukcapil pemerintah memberikan layanan administrasi kependudukan dalam perekaman e-KTP kepada masyarakat. Salah satu Disdukcapil yang memberikan pelayanan administrasi kependudukan adalah Disdukcapil Kota Pekanbaru melalui Inovasi Sipintar (Sistem Pelayanan Untuk Melengkapi Identitas Orang Terlantar). Tujuan penelitian ini adalah untuk mengetahui pelaksanaan inovasi Sipintar di Disdukcapil Kota Pekanbaru dan mengidentifikasi faktor yang menghambat pelaksanaan inovasi Sipintar. Penelitian ini menggunakan teori atribut keberhasilan inovasi oleh Bugge dalam Winda (2021), yang mana terdapat enam indikator, yaitu: *Governance and Innovation, Sources of the Ideas for Innovation, Innovation Culture, Capabilities and Tools, Objectives, Outcomes, Expense and Obstacles, Collecting Innovation Data For Single Innovation*. Jenis penelitian ini adalah penelitian kualitatif dengan pendekatan fenomenologi. Pengumpulan data-data yang diperlukan baik data primer maupun sekunder dikumpulkan melalui wawancara, observasi, dokumentasi, kemudian dianalisis sehingga dapat ditarik kesimpulan dari masalah penelitian yang ada. Hasil penelitian ini adalah inovasi yang ada belum optimal dilaksanakan karena masih terdapat faktor penghambat dalam pelaksanaannya yaitu rendahnya sosialisasi inovasi secara tatap muka/langsung, keterbatasan alat perekam e-KTP, dan juga adanya gangguan jaringan saat melakukan perekaman e-KTP.

Kata Kunci : Inovasi Pelayanan, Dokumen Kependudukan, Orang Terlantar

INTRODUCTION

Public service innovation is something that can be realized in providing services to the community. The growth of innovative public service models requires conducive conditions, both in the management of their services, and from the leadership that has developed these innovations. The government has a major role, which is to provide maximum service to the community. Various types of services provided by the government to the public are in terms of population administration. According to Law Number 24 of 2013 as an amendment to Law Number 23 of 2006 concerning population administration, it is explained that population administration is a series of activities for structuring and disciplining documents through population registration, civil registration, management of population administration information and utilization of the results for public services and other sector development.

Pekanbaru City is the capital of Riau Province which has been very developed since the last 10 years. The number of residents of Pekanbaru City from year to year continues to increase. The total population of Pekanbaru City in 2020 reached 1.028.237 people. Then it experienced an increase in 2021 reaching 1.074.989 people. The increasing population is a challenge for the Pekanbaru City Population and Civil Registration Service in solving population administration problems. The Pekanbaru City Population and Civil Registration Service is a government agency engaged in public services. The Pekanbaru City Population and Civil Registration Service was formed based on Pekanbaru City Regional Regulation Number 9 of 2016 concerning the Establishment and Composition of Pekanbaru City Regional Apparatus.

The Pekanbaru City Population and Civil Registration Service is aggressive in carrying out innovations in the issuance of population documents for the community, one of which is services to vulnerable communities of population administration (Adminduk), especially for displaced persons in Pekanbaru City. The innovation aims to make services to the community, especially for displaced people, more effective and efficient. Regulation of the Minister of Home Affairs Number 96 of 2019 as an amendment to the Regulation of the Minister of Home Affairs Number 11 of 2010 concerning Data Collection and Issuance of Population Documents for Vulnerable Residents of Population Administration explained that vulnerable populations of population administration are residents who experience obstacles in obtaining population documents caused by natural disasters and social disasters. This regulation regulates the collection and issuance of documents of vulnerable populations that include refugees, victims of natural disasters, victims of social disasters, displaced persons, and remote communities.

Innovations carried out by the Pekanbaru City Population and Civil Registration Service include (a). Sipenduduk (Population Integrated Service Information System). (b). Cendekia (Application for Acceleration of Issuance of Child Identity Card Documents). (c). Song (Waiting Service). (d). Synopsis (Registration of Student ID Cards), and (e). Sipintar (Service System Completes the Identity of Displaced Persons). Public service innovation is a new strategy and order to gain public trust, one of the choices that must be implemented by government agencies with the principle of one agency one innovation. innovate or lose public trust and competitiveness if it does not evolve with new approaches to problem solving, improve policy design and unique implementation design in the context of effective and efficient public service delivery towards accelerating the improvement of the quality of public services.

The Pekanbaru City Population and Civil Registration Service previously had an innovation called the Disability Service System to Complete Identity (Peduli) however, it functions only for ease of administration in the service and there is still no website to register manually online. Then an innovation was made for the Service System to Complete the Identity of Displaced Persons (Sipintar). Sipintar is one of the services provided by the department in the form of online services that can be accessed by the community, especially for vulnerable population *adminduk* which includes displaced people. Where this service provides convenience for displaced people, namely Indonesian citizens who for some reason cannot meet their needs reasonably, both spiritually, physically and socially. The criteria for displaced persons who can take care of issuing population documents through Sipintar are persons with disabilities, elderly displaced persons and people with mental disorders (*odgj*). This service aims to allow people to take care of their needs directly wherever and whenever through the <https://sipintar.pekanbaru.go.id/> website that has been provided and will be served by picking up the ball or visiting people's homes every Saturday.

The Service System to Complete the Identity of Displaced Persons (Sipintar) is a web-based population service information system where the application is able to provide convenience in issuing population documents for displaced persons in Pekanbaru City. The Sipintar application began to be implemented in August 2020 which aims to make displaced people get the same rights as the general public in obtaining population documents. The existence of this Sipintar Innovation they can access various public services, such as BPJS health, social assistance, and other government assistance. This program is directly supervised by the Field of Population Services and Registration and implemented by the Head of Population Data Collection of the Pekanbaru City Population and Civil Registration Service.

The basis for the policy of implementing Sipintar's innovation is the Regulation of the Minister of Home Affairs Number 96 of 2019 concerning Data Collection and Issuance of Population Documents for Vulnerable Residents of Population Administration and also Pekanbaru Mayor Regulation Number 107 of 2021 concerning Electronic-Based Service Systems at the Population and Civil Registration Service.

One of the problems that the Pekanbaru City Disdukcapil wants to solve is the management of population administration documents for displaced persons. One of the things that causes displaced people not to have an e-KTP is the limitations they have in accessing population and civil registration services in Disdukcapil or commonly referred to as Vulnerable Residents of Population Administration. The existence of people who were included in the category of vulnerable residents was previously not a concern for the Pekanbaru City government. The number of displaced people in Pekanbaru City in 2021 reached 1,697 people consisting of 1,139 people with disabilities, 443 displaced elderly people, and 115 people with mental disorders (odgj).

For the above phenomenon, researchers want to know the implementation of Sipintar innovation in Pekanbaru City Disdukcapil. Therefore, the researcher wanted to conduct further research, so in this study the author chose the title: "Service Innovation for Accelerating the Issuance of Population Documents for Displaced Persons in Pekanbaru City".

LITERATURE REVIEW

Innovation is a relatively new term when viewed from the historical course of human civilization. Innovation comes from the Latin *innovare* which means to change something new. The term innovation (*innovation* and *innovate*) itself only began to be known in English vocabulary in the 16th century. It's just that at that time, the term innovation was more negatively associated as a troublemaker and was more synonymous with the nuances of revolution or radical change that had a very extraordinary impact, especially the socio-political establishment and was considered threatening to the organizational structure. So the regime of power tends to reject everything that smells of innovation, while the term *innovative* itself began to be widely used by many people in the 17th century, or about 100 years later.

Albury in Adianto (2020:27) more simply describes innovation as new ideas for that work. This means that an innovation is closely related to useful new ideas. Innovation with its novelty nature must have beneficial value. The new nature of innovation will mean nothing if it is not followed by the value of its expediency from its presence. Furthermore, Albury explained in detail that: "Successful innovation is the creation and implementation of new process, products, services, and methods of delivery which result in significant improvements in outcomes efficiency,

effectiveness or quality". Innovation as an economic success thanks to the introduction of new ways or combinations of old ways of transforming inputs into outputs (technologies) that produce large or drastic changes in the comparison between the use value perceived by consumers or the benefits of a product (goods/services) and the price set by the producer. Then innovation in a broad context explains that successful innovation means not only economic success but also social success. Successful innovation is one that can create great value for consumers, communities, and the environment at the same time Fontana (2011:30).

The research indicators used by researchers in this study are indicators of innovation success according to Bugge in Winda (2021), namely:

1. Governance and Innovation.
2. Sources of ideas for innovation.
3. Innovation Culture.
4. Capabilities and Tools.
5. Objectives, Outcomes, Expense and Obstacles.
6. Collecting Innovation Data For Single Innovation.

RESEARCH METHODS

The type of research used in this study is qualitative research with a phenomenological approach that is descriptive. The reason researchers use this research is because it is in accordance with what the researcher did in the field, where the writing of the data obtained produces descriptive data, namely in the form of written or spoken words of people who have been observed which aims to describe and describe events and phenomena that occur in the field and present data systematically, factually and accurately on a certain population or area, regarding certain properties, characteristics or factors. This research was carried out at the Pekanbaru City Population and Civil Registration Service because there is a very interesting innovation to be researched in the form of Sipintar innovations that can provide convenience for service recipients and the public in managing population documents. The data used in this study are primary data and secondary data. Then the informants in this study were obtained using purposive sampling and accidental sampling methods. Furthermore, the data obtained will be analyzed using Creswell's (2007) spiral analysis data, namely *data managing; reading and memoing; describing, classifying, dan interpreting; representing and visualizing*.

RESULTS AND DISCUSSION

The Pekanbaru City Disdukcapil Government is one of the government agencies that innovates services to vulnerable population communities, including displaced persons, especially

in the field of population administration. The innovation is Sipintar's innovation. Based on the results of research on Sipintar innovation, an analysis can be carried out using the theory of innovation success attributes according to Bugge in Winda (2021) which includes (1) Governance and Innovation, (2) Sources of the Ideas for Innovation, (3) Innovation Culture, (4) Capabilities and Tools, (5) Objectives, Outcomes, Expense and Obstacles, (6) Collecting Innovation Data For Single Innovation.

a. Service Innovation to Accelerate the Issuance of Population Documents for Displaced Persons in Pekanbaru City

1) *Governance and Innovation* (Tata Kelola dan Inovasi)

Governance and innovation explain how public service innovation occurs. Pekanbaru City Disdukcapil is one of the agencies that has the duty and obligation to provide services to the community, especially the people of Pekanbaru City, one of which is in the field of population administration. Based on Pekanbaru Mayor Regulation Number 107 of 2021 concerning Electronic-Based Service Systems at the Pekanbaru City Population and Civil Registration Service. Based on these regulations, the Pekanbaru City Disdukcapil made a service innovation aimed at the people of Pekanbaru City, namely the Sipintar innovation (Service System to Complete the Identity of Displaced Persons) is an innovation that focuses on web-based population administration where people can access easily through their respective cellphones anywhere and in accordance with the operating hours of the Pekanbaru City Disdukcapil. This Sipintar innovation was initiated by the Pekanbaru City Disdukcapil in 2020 with the aim of providing digital-based population administration services to the entire community in order to improve the quality of Pekanbaru City Disdukcapil services.

In the implementation of Sipintar innovation services, of course, based on the applicable Standard Operational Procedure (SOP), namely the Decree of the Head of the Pekanbaru City Office NO 060 / Dukcapil-PDIP / 324.b / 2022. From the results of the research, Sipintar's service innovation in Pekanbaru City Disdukcapil has been running well and is in accordance with the applicable SOP. Disdukcapil also formed a team and divided the tasks when going down to people's homes. In addition, Disdukcapil also provides services to people who have limitations both physically, mentally and mileage. This is done so that the implementation runs well and smoothly, so that innovation governance can be said to be effective.

2) Sources of the Ideas for Innovation

Through the Sources of the ideas for innovations indicator, there is an interesting innovation when this service innovation is carried out so that this innovation goal is achieved. The source of innovation ideas must produce good innovation value for the process of implementing public services that includes internal ideas and external ideas for better service innovation in the future. In public service innovation in Disdukcapil, Pekanbaru City does not yet have a box of criticism and suggestions, because the source of ideas is indeed from Disdukcapil directly. In providing ideas for public service innovations in Pekanbaru City Disdukcapil, it still cannot be said to be good because these innovation ideas have not involved the community, because the role of the community is also important to provide advice and criticism for innovation as a recipient of services, so that the innovations created make good innovations and run smoothly.

3) Innovation Culture

In this case, the Innovation Culture or Innovation Culture that exists in Sipintar towards the habits of the people of Pekanbaru City who want to carry out population administration services. Before the creation of the Sipintar innovation, the process of implementing population administration services was carried out manually by coming directly to the Disdukcapil office. Where the community is also required to bring a number of required documents in order to be able to carry out population administration services, for example, such as bringing a photocopy of Family Card (KK) and KTP. This was also conveyed by Mrs. Linda as the guardian of the Sipintar innovation recipient community:

" Yes, before there was an application, this used to be manual. like coming directly to the Disdukcapil office continuing to queue like usual". (Interview, Mrs. Linda, July 23, 2022)

The service, which is still manual, also does not rule out the possibility that it will cause problems such as long queues. So that people who want to do this service manually have to wait long enough for the service to be completed. From this statement, an innovation called Sipintar was created which utilizes digitalization in facilitating the process of population administration services.

4) Capabilities and Tools

Through the Capabilities and tools indicator, it is explained that a measurement of an innovation must use various capabilities and tools to encourage the creativity of an innovation. So, Pekanbaru City Disdukcapil must have the ability in human resources to

innovate public services in Pekanbaru City Disdukcapil and also the tools used to carry out service innovations, whether they are complete and in accordance with needs. This is seen from the facilities and infrastructure owned by the Pekanbaru City Disdukcapil as a support for the implementation of Sipintar innovation in order to get quality services. The person who runs this innovation is the Pekanbaru City Disdukcapil which has been scheduled for its implementation. Human Resources owned by Pekanbaru City Disdukcapil are already supportive and adequate for the management of the Sipintar application. Evidenced by several informants who explained that for the tools and capabilities of resources in Pekanbaru City Disdukcapil to carry out Sipintar innovations, it is complete and adequate for the implementation of this innovation because this is also part of the task of the Pekanbaru City Disdukcapil government.

5) Objectives, Outcomes, Expense and Obstacles

Through the Objectives, Outcomes, Expense and Obstacles indicators, it is explained that whether in the implementation of innovative services provided by the Pekanbaru City Disdukcapil can be achieved or not. Because before the formation of Sipintar innovation, the Pekanbaru City Disdukcapil held a meeting to see how the implementation of Sipintar innovation was. Sipintar's service innovation in Pekanbaru City Disdukcapil in the purpose, results, costs, and obstacles, namely the goals and results are good, because in the aim of providing convenience to the community in the ownership of e-KTP for vulnerable adminduk residents who include displaced people to obtain population identity. In addition, this innovation also aims to make Pekanbaru City Disdukcapil an innovative Disdukcapil, and the results have also been good as seen from the increasing number of e-KTP management.

6) *Collecting Innovation Data For Single*

Through the Collecting Innovation Data For Single Innovation indicator, it explains the ability of a public service implementer to drive a single successful innovation. The Pekanbaru City Disdukcapil here has no cooperation with other governments in creating Sipintar innovations. This innovation was made by the Pekanbaru City Disdukcapil itself, to perform services and make Pekanbaru City Disdukcapil an innovative Disdukcapil. The innovation created by Pekanbaru City Disdukcapil is an innovation they created themselves and does not collaborate with other governments or other Disdukcapil in making Sipintar innovations because the Sipintar service innovation in Disdukcapil does arise from problems that have not been resolved. The Pekanbaru City Disdukcapil found that there were displaced people (disabled, elderly displaced, odgj) who did not have population documents.

Therefore, Disdukcapil took the initiative to create the Sipintar innovation, which can make it easier for displaced people to receive population administration services provided by the Pekanbaru City Disdukcapil.

b. Factors Inhibiting Service Innovation to Accelerate the Issuance of Population Documents for Displaced Persons in Pekanbaru City

1) Low socialization of Sipintar Innovation to the Community directly/face-to-face

Socialization is an outreach activity to the community about the Sipintar program, which provides information and knowledge to the community and attracts public interest and attention to be able to use the Sipintar program in managing population documents. The socialization carried out by the Population and Civil Registration Service is only through mass media and electronic media, namely through the official website of the agency, Instagram, and Facebook only. It can be seen that socialization updates through social media are also not carried out regularly. Meanwhile, direct socialization to the community has never been carried out. So that the socialization carried out regarding Sipintar innovation is still very low and there are still many displaced people who register manually.

2) Limitations of e-KTP Recording Device

Judging from the facilities and infrastructure owned by the Pekanbaru City Population and Civil Registration Service in the implementation of the Sipintar innovation, currently it still does not have a special operational car that is used to record directly to the homes of displaced people such as the disabled, elderly and people with mental disorders (ODGJ) e-KTP applicants so that this can hinder the service process. Because the tool is used during office hours. This makes the recording process only possible on holidays, namely Saturdays and the limited operational cars used to carry a set of computers and their CPUs for importing recording results and data of displaced persons using a centralized system.

CONCLUSIONS

Based on the results of the research that has been described above regarding the innovation of services for accelerating the issuance of population documents for displaced persons in Pekanbaru City, the researchers draw the following conclusions: First, the results of the study found that the innovation of services for accelerating the issuance of population documents for displaced persons in Pekanbaru City, as an effort to make it easier for people who do not have population documents to get administrative services in Disdukcapil City Pekanbaru has been good since before the Sipintar innovation. Where people no longer need to go all the way to Disdukcapil to record e-KTP, just register online through the website <https://sipintar.pekanbaru.go.id/>. and after

being verified by the Disdukcapil officer, the Disdukcapil will give a letter of assignment to the Sipintar Team to pick up the ball and the officer will come down to provide services in the form of recording e-KTP and printing the ID card directly on the spot. Second, the results of the study found several factors inhibiting service innovation to accelerate the issuance of population documents for displaced persons in Pekanbaru City and after making observations, interviews, and analysis, several inhibiting factors were obtained including: First, the low face-to-face socialization carried out by the Pekanbaru City Disdukcapil because it only uses social media owned by the office, there is no direct socialization involving the community. Second, the lack of e-KTP recording tools in the implementation of Sipintar innovations such as the recording tool used is a tool that is not specifically for Sipintar services and still uses recording tools from the counter and also the frequent occurrence of network and website disruptions that are down, making services hampered and the lack of operational cars and recording tools while in the field.

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