



Implementation of the Policy on Electronic ID card Management Services in Ponorogo Regency

Damanuri, Sukardi, & Wibisono Poespitoahadi

University of Merdeka Malang

Indonesia

ABSTRACT

This research is to study complaints from the community regarding difficulty in applying for electronic ID cards. According to Ponorogo Regency Regulation Number 1 of 2018, Chapter X, Article 74, paragraph 1, the issuance of electronic ID cards or similar documents must be completed within 14 days after all documents are complete and received by the Ponorogo Regency Population and Civil Registration Office. The objectives of this study are (1) to describe and analyze the implementation of the electronic ID card application service policy in Ponorogo Regency based on Ponorogo Regency Regulation No. 1 of 2018. (2) To describe and analyze the factors that support and hinder the implementation of the electronic ID card service policy in Ponorogo Regency based on Ponorogo Regency Regulation Number 1 of 2018. This study employs Edward III's theory, utilizing indicators of communication, resources, disposition, and bureaucratic structure. This study employs a qualitative descriptive research method, utilizing snowball sampling to select 10 informants. The results of this study indicate that the implementation of the electronic ID card administration service policy in Ponorogo Regency has been carried out effectively, utilizing communication patterns, resources, and a straightforward bureaucratic structure that is easy to follow. The supporting factors for the electronic ID card administration service policy at the Ponorogo Regency Population and Civil Registration Office are direct and indirect communication, a proportional number of human resources providing services, sufficient budgetary resources, adequate equipment resources, clear, precise, and accurate policy disposition, and a simple bureaucracy that utilizes digital technology. The inhibiting factors include the lack of socialization within the community and frequent disruptions in the network system between the Ponorogo Regency Population and the Civil Registration Office and the center, which hinder the completion of the KTP-el service process.

Keywords: Electronic ID Card, Ponorogo Regency, Policy.

1. INTRODUCTION

Public services provided by state officials are now a significant concern, as the quality of their performance greatly determines the public's experience in receiving these services, which ultimately affects the reputation of state officials (Muhammad Fadhil Junery and Nur Asyira, 2020). Problems in public services, such as uncertainty, unclear standards, and limited access, can leave the public feeling powerless when interacting with public service providers. Evaluations of public services also indicate that their effectiveness and efficiency remain questionable. The public is still required to visit certain government agencies in person to access services, which means it takes a lot of time and money (Bhella Oktafia Suriyanto Putri et al., 2020). The principle of public service is a government obligation that cannot be ignored. If one element of the service fails, it can certainly result in the service sector being temporarily suspended. Therefore, public services are essential and always needed by the community, and cannot be ignored. Providing a service requires a plan that needs to be thought through, accompanied by several stages of formulating service standards for service users, with the central government granting authority to local governments.

Public services can be defined as all activities carried out by an organization or agency to meet the community's needs and requirements. Public services are carried out in accordance with laws and regulations, adhering to basic rules and

procedures established by each organization or agency. Service activities are certainly not only used in commercial or trade activities, but can also be used in the field of government. The definition of public service according to Law No. 25 of 2009 on Public Service () Public service is defined as activities or a series of activities aimed at fulfilling the service needs of every citizen and resident in accordance with laws and regulations for goods, services, and/or administrative services provided by public service providers. Meanwhile, the term "public service provider" refers to every state institution, business entity, independent institution established based on public activity laws, and other legal entities established for public service activities. According to *Kotler* (2002:83), service is any action or activity that can be offered by another party, which is essentially intangible and does not result in any ownership. *Kotler* also says that this behavior can occur during, before, and after a transaction. Generally, high-quality service leads to higher satisfaction and more frequent repeat purchases.

One form of public service provided by the government is the issuance of ID cards. The Identity Card (KTP) is a mandatory and essential document that every citizen is required to have. Currently, the government has implemented policy changes regarding citizen identification, transitioning from conventional ID cards to electronic ID cards. The conventional ID card system allowed individuals to hold more than one ID card, necessitating changes to enhance the security and accuracy of population data. According to Law No. 23 of 2006 concerning Population Administration, which was later revised into Law No. 24 of 2013, the Electronic Identity Card (KTP-el) serves as the official identity of residents, providing proof of identity issued by the relevant agencies and is valid throughout the territory of the Republic of Indonesia. The Electronic Identity Card (KTP-el) is a mandatory population document for citizens who are 17 years of age or older or who are married. One of the efforts made by the government to resolve population administration issues is to grant full authority and responsibility to the Population and Civil Registration Office (Dukcapil) at the district/city level. The implementation of this policy change has encountered many obstacles and challenges. This can be seen in various regions where people have experienced difficulties in obtaining electronic ID cards, including shortages of blank cards, lengthy processes, and instances where individuals have been on the waiting list for months since registering, as well as several other issues.

To provide electronic ID card services, the government, through the Population and Civil Registration Office, implements a service excellence system. Service excellence is a system that ensures the best service is provided, based on the service standards of the agency offering the service. The goal of service excellence for the government is to meet the community's needs. Providing excellent service to the community will foster growth in trust and quality public support. This will have an impact on achieving results in providing services to create good and effective governance. Referring to Ponorogo Regency Regulation Number 1 of 2018 in Chapter X, Article 74, paragraph 1, it is explained that the period for issuing an Electronic ID Card or similar document is a maximum of 14 (fourteen) working days after all documents have been completed and received by the Population and Civil Registration Office. Some obstacles that may arise when applying for an Electronic ID Card in Ponorogo are limited Electronic ID Card equipment, dual domicile, duplicate or double NIK, and NIK deactivation due to not having performed any administrative services for more than 10 years. This is clearly inconsistent with Regional Regulation No. 1 of 2018, Chapter X, Article 74, Paragraph 3, which states that the implementing agency may issue population documents beyond the time limit specified in Paragraph (1) if there are special reasons that can be justified based on written permission from the Regent.

The purpose of this study is to describe and analyze the implementation of the electronic ID card administration service policy in Ponorogo Regency based on Ponorogo Regency Regulation Number 1 of 2018. To describe and analyze the factors that support and hinder the implementation of the Electronic ID Card (KTP-E) service policy in Ponorogo Regency based on Ponorogo Regency Regulation Number 1 of 2018. **Research Benefits:** Theoretically, this research is expected to serve as a source of information for creating quality public services and to contribute empirical data to the development of knowledge, especially in the field of public administration. Practically, this research is expected to provide input, particularly to the Population and Civil Registration Office of Ponorogo Regency, in improving the quality of public services.

2. LITERATURE REVIEW

The term "policy" is a translation of the English word "policy," which is distinct from the words "*wisdom*" and "*virtues*." Policy is a set of concepts and principles that serve as guidelines and foundations for implementing work plans, leadership, and guiding action. Policy can be explained as a series of programs, activities, actions, decisions, and attitudes that parties (actors) carry out or not, as steps to solve problems that are faced. Policy-making is an important factor for organizations to achieve their goals (Iskandar, 2012). Policy has two aspects (Thoha, 2012), namely: policy is a social practice, and policy is not a single event or isolated occurrence. This means that policy is something produced by the government and then formulated based on events that occur in society. These events stem from the practice of community life and are not isolated occurrences that are foreign to the community. Policies are responses to events that occur, either to create harmony between conflicting parties or to create incentives for joint action by parties who have acted irrationally in their joint efforts. Policy is a fixed decision characterized by consistency and repetition of behavior in complying with decisions. This is done by providing rewards and sanctions. Centrally, policy is a technical, rational, and action-oriented instrument for solving problems. Policy is a blueprint for actions that guide and influence the behavior of the people affected by the decision. Policies are deliberately formulated and designed to shape the behavior of the target group in accordance with the wording and formulation of the policy (Amri Marzali, 2012). Winarno (2016:19), in his book entitled *Public Policy in the Era of Globalization: Theory, Process, and Comparative Case Studies*, argues that in general, the term policy is used to refer to the behavior of an actor (e.g., an individual official, a group, or a government agency) or several actors in a particular activity. From the several definitions of policy mentioned above, policy essentially covers the questions: *what*, *why*, *who*, *where*, and *how*. All of these questions relate to issues faced by decision-making institutions regarding the procedures determined, strategies employed, and implementation of decisions.

The public refers to a group of people who share common concerns and interests. The public interacts indirectly through communication tools, chain letters, rumors, newspapers, radio, television, and movies. These connecting tools enable the public to have a broader and larger following (Olii, 2011, p. 21). The public can be a small group consisting of a few people or a large group. Typically, individuals who belong to a group exhibit solidarity with their group, even though a tangible structure does not bind them, they do not occupy a specific place or space, and they do not have direct relationships with one another. The term "*public*" in English does not have the same meaning as the term "*society*" in English. Society, according to J.B.A.F. Mayor Polak (in Abdurrachman, 2001: 28), is a container for all social relationships, encompassing their networks in a general sense, without defining specific boundaries.

Kriyantono (2012) defines the public as a collection of people/community groups who have the same interests or concerns about a particular issue. A significant shift has occurred in the meaning of the public, namely from the state's perspective to the public as a community. The approach is no longer focused on the state but rather on an oriented or customer approach. In line with these demands for change, government, which previously focused on authority, has also undergone a change to governance, which focuses on compatibility between policy actors, namely *the state* (government), private sector, and *civil society* (Utomo, 2005: 5). Along with these changes, the word "public" has shifted towards the meaning of public interest. The meaning of the word "public" varies. However, one important implication is that the word "public" must be related to public interest, general interest, the interests of the people, or the interests of society. Therefore, *public policy* is not translated as "state policy" but as "public policy," because *public policy* must be oriented towards the public interest. In the 1970s, the term "*public administration*" was translated into Indonesian as "administrasi negara" (state administration). However, recent developments have made it more appropriate to translate it as "administrasi publik" (public administration), as there has been a shift in orientation from bureaucratic interests to public interests. The Grindle model offers a comprehensive understanding of the policy context, particularly regarding implementers, recipients of implementation, and areas of conflict that may arise among implementation actors, as well as the necessary implementation resource conditions (Nugroho, 2009, p. 634).

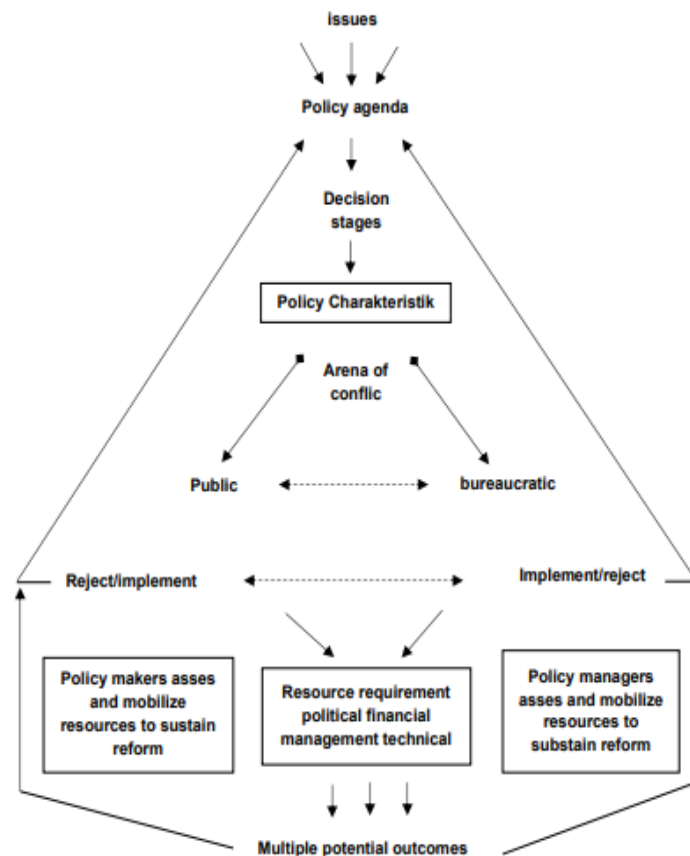


Figure 1. The Grindle model

This model is also referred to as a communication model that aims to develop a more scientific policy implementation model by prioritizing research methods that incorporate independent, intervening, and dependent variables, and by placing communication as a driver in policy implementation.

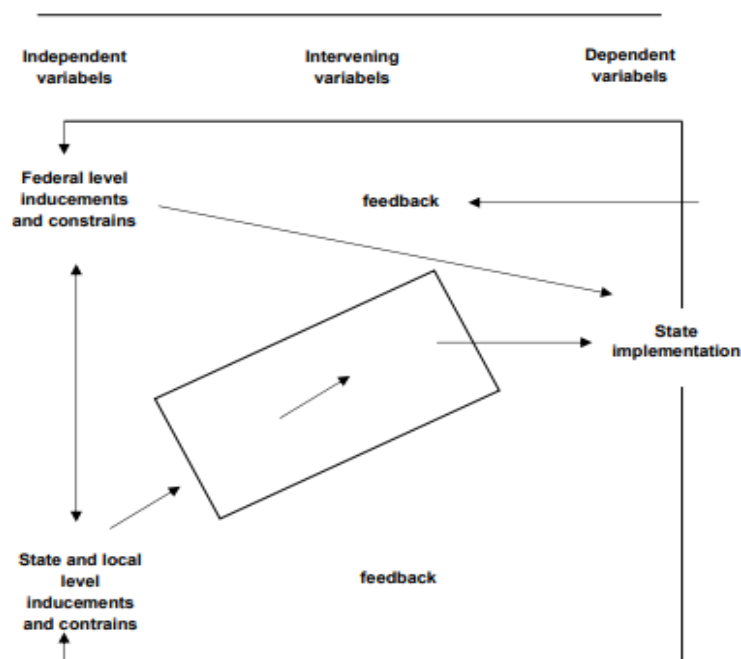


Figure 2. Gogging, Bouman, and Lester's Implementation Model

This model explains that implementation is an effort to carry out policy decisions. This model is also referred to as a framework for implementation analysis (Nugroho, 2014).

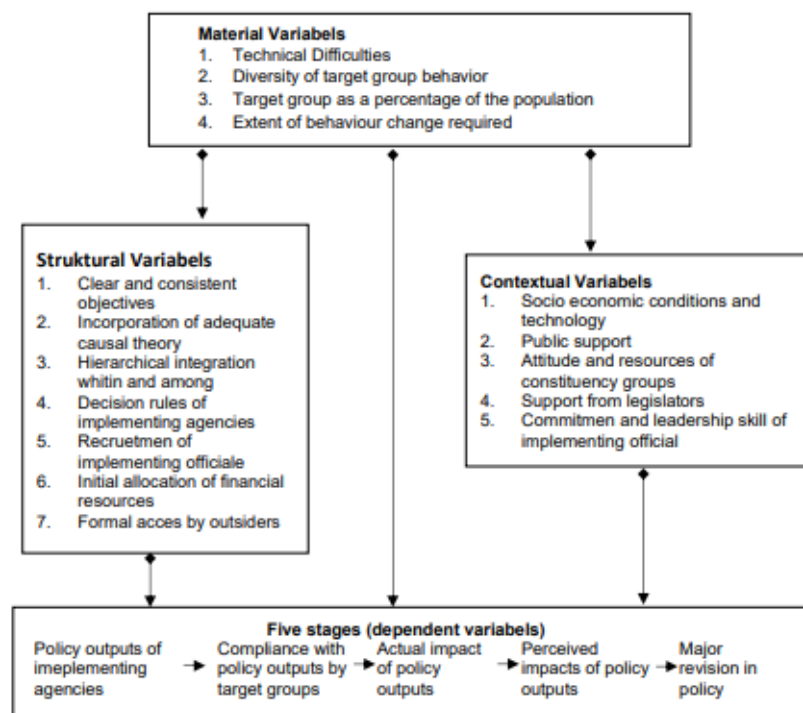


Figure 3. Mazmanian and Sabatier's Implementation Model

3. METHOD

3.1 Type of Research

Qualitative research is a type of research used to examine the natural conditions of an object, where the author serves as the primary instrument, data collection techniques are carried out using triangulation (a combination of methods), data analysis is inductive, and the results of qualitative research emphasize meaning rather than generalization (Sugiyono, 2014, p. 1). According to Dr. Burhan Bungin (2015) in his book entitled *Qualitative Research Methodology*, qualitative research has several characteristics, including a focus on understanding the meaning and experiences of individuals or groups, the use of data collection methods such as interviews, observation, and document analysis, as well as in-depth and conceptual data analysis.

3.2 Research Location

This research was conducted at the Population and Civil Registration Office of Ponorogo Regency, East Java Province. Based on data from the Population and Civil Registration Office of Ponorogo Regency, there are still many young and older adults who have not activated their electronic ID cards (by attending RT/RW community gatherings), which is expected to reduce the number of people who do not understand the importance of the Electronic ID Card (KTP).

3.3 Data Source

In qualitative research, data sources, also known as informants, are individuals who provide information about the topics the researcher wants to explore. In conducting research, researchers must be able to select informants who understand the issues being studied. This aims to facilitate the author's access to accurate information in line with the research focus, specifically "Electronic ID Card Management Services () (Implementation Study Based on Local Regulation Number 1 of 2018 concerning the Implementation of Population Administration in Ponorogo Regency)". These informants were selected using *snowball sampling*, a deliberate sampling technique determined by the author based on various considerations in this study. The informants were as follows: a. Five (5) staff or employees of the

Population and Civil Registration Office, and b. Twenty (20) members of the public who processed administrative documents at the Population and Civil Registration Office in Ponorogo Regency.

4. RESULTS AND DISCUSSION

4.1 Result

The Population and Civil Registration Office of Ponorogo Regency is one of the implementing agencies of the Regency Government in the field of Population Registration and Recording. Its main task is to assist the Regional Head in carrying out government and development affairs related to population and Civil Registration, in accordance with applicable regulations and laws.

The Ponorogo Regency Population and Civil Registration Office (Dinas Dukcapil) is located at Jalan Aloon-Aloon Utara No.08, Mangkujayan Village, Ponorogo Regency. Administratively, Ponorogo is divided into 21 subdistricts, comprising 279 villages and 26 urban villages, with a total population exceeding 1,026,000. The data collection techniques used in this study were observation, in-depth interviews, and documentation. This was done to find out how the policy on electronic ID card administration services is implemented in Ponorogo Regency based on Ponorogo Regency Regulation No. 1 of 2018, which is explained as follows:

The results of interviews with the Head of the Ponorogo Regency Population and Civil Registration Office discussed the innovations implemented by the Population and Civil Registration Office. He said that:

"The Population and Civil Registration Office has made various innovations in the provision of population administration services, including online services and the facilitation of Digital Identity Cards (IKD) to facilitate access to public services. In addition, the Population and Civil Registration Office is also active in supporting services at the Ponorogo Public Service Mall (MPP) and focuses on fast services such as the issuance of birth certificates within 20 minutes."

The researcher then inquired about the reasons behind the Civil Registry Office's decision to provide online services, whether this innovation had been communicated to the community, and whether it aligned with the community's wishes. He said that:

"The reason why the Ponorogo District Population and Civil Registration Office is innovating online is to improve services and make it easier for the public to access population documents. This innovation aims to prevent queues, reduce waiting times, and, more importantly, enable the public to access services from anywhere. In addition, online innovation also supports the "Dukcapil Go Digital" program, which aims to facilitate public access to civil registration documents. To that end, the Dukcapil Office has conducted outreach on various social media platforms such as Facebook and Instagram."

Next, the researcher inquired about the form of excellent service implemented by the Ponorogo Population and Civil Registration Office, as well as the facilities provided. He said:

"Excellent service at the Ponorogo District Population and Civil Registration Office (Dukcapil) is offered through the Public Service Mall (MPP), which is open every Monday to Thursday, from 10:00 a.m. to 3:00 p.m. The service at the MPP aims to provide fast, easy, and free services to the community. The Ponorogo Population and Civil Registration Office also has an official Instagram account, @dukcapil_png. The services provided at the Public Service Mall (MPP) include e-ID card registration, marriage registration, and correction or replacement of certificates, which will continue to be handled at the Ponorogo Population and Civil Registration Office."

On the next occasion, the researchers interviewed employees of the Population and Civil Registration Office who are responsible for recording e-ID cards. The researchers inquired about the time it takes to serve one person in the e-ID card recording process. After recording, how long does it take for the e-ID card to be ready for use?

"The process of recording electronic ID cards takes around 5-10 minutes. Applicants come with a photocopy of their family card (KK). Then the officer will verify the data and record biometric data, such as photos, fingerprints, and signatures. After that, the data will be sent to the center for verification and ID card printing. Because the data is sent to the center, the ID card printing process is not immediate, taking approximately 14 days or 2 weeks."

Next, the researcher asked about the number of recording devices available at the Population and Civil Registration Office. Are all of these devices functioning properly? He said that:

"There are 45 electronic ID card recording devices at the Ponorogo Population and Civil Registration Office, consisting of 3 devices at the Population and Civil Registration Office itself and 2 devices in each sub-district. There are a total of 21 subdistricts in the Ponorogo region, with 3 devices at the Population and Civil Registration Office and 2 devices in each subdistrict."

On the same occasion, the researcher interviewed an official from the Civil Registry Office who was on duty in the public complaints section, namely, the complaint process. Next, the researcher asked about how Civil Registry Office employees handle complaints or grievances from the public. What are the most common complaints or grievances reported by the public? What solutions are provided to the public? He then said that:

"A common complaint in ID card services is the scarcity of blank electronic ID cards. Additionally, some residents still feel the need for physical ID cards because not all government agencies accept digital identification, which has become one of the causes of delays in urgent administrative matters. Although Digital Identification (IKD) offers convenience, there are still some members of the public who are not yet ready to transition to digital technology, especially those without smartphones. Given the average daily demand of 300 forms, and to avoid a shortage of electronic ID card blank forms, the issuance of temporary ID cards () is currently prioritized for new residents and those who urgently need an electronic ID card for reasons such as loss, damage, or other urgent matters."

Then the researcher asked what advice was given to the public regarding the procedure for issuing electronic ID cards? Moreover, what form did the advice take? Next, the researcher interviewed Mr. Paroso, an applicant for an electronic ID card, about his experience of applying for an ID card using the call center facility. He said

"I once used the call center facility when applying for an electronic ID card because I was unsure about the documents or requirements that had to be brought. I contacted the Ponorogo Population and Civil Registration Office call center, and thank God, the officer responded very quickly by explaining what documents had to be brought when applying for an electronic ID card."

Based on the results of interviews conducted by researchers with the Head of the Ponorogo Civil Registry Office, employees of the Ponorogo Civil Registry Office, and members of the public who will be using the services of the Ponorogo Regency Civil Registry Office in relation to electronic ID card services, the following analysis can be made:

Communication, Based on the data collected, the form of communication carried out by the Ponorogo District Civil Registry Office is one-way communication, meaning that information is provided by the Head of the Civil Registry Office and then forwarded to the Office Secretary, Heads of Divisions, Heads of Sub-divisions, and all employees of the Ponorogo Civil Registry Office. The Ponorogo District Civil Registry Office communicates directly by being active on several social media platforms, such as Instagram (@dukcapil_png), Twitter (@dukcapilpo), and the official website of the Civil Registry Office (dukcapil.ponorogo.go.id), which contains various information about services, regulations, and announcements.

The Ponorogo Civil Registry Office has implemented several programs to facilitate the community in carrying out population administration, including the installation of banners or posters as a medium of information for the community, such as posters on administrative requirements, posters prohibiting the use of brokers, warnings against

smoking, *call center* numbers, and other announcements. This policy has been very effective in helping the community. For example, with the availability of posters on administrative requirements, people applying for an ID card will double-check the documents they bring before visiting the Population and Civil Registration Office. Posters related to the prohibition of using brokers are also handy because they serve as a means to educate the public that the process of applying for services at the Population and Civil Registration Office is free of charge. The "no smoking" poster serves as an informational tool for the public to refrain from smoking in public areas. At the same time, the *call center* number provides valuable information for the public who wish to process documents or other paperwork, thereby eliminating the need to visit the Population and Civil Registration Office. For other important information, the public can directly view the notice board at the Population and Civil Registration Office of Ponorogo Regency.

Resources, The resources available to the Population and Civil Registration Office in providing electronic ID card services are its employees. These resources are significant because service provision is an activity related to services. The quality of the services provided depends on the quality of the human resources available. The better the services provided, the better the resources available to the Ponorogo Population and Civil Registration Office. The number of service employees at the Ponorogo Civil Registry Office is considered sufficient and meets the requirements. Employees. Employees of the Ponorogo Civil Registry Office consist of Civil Servants (ASN) and Non-ASN Personnel. In addition to human resources, the Ponorogo Civil Registry Office also has equipment resources, including computers, electronic ID card recording devices, printers, mobile vehicles, air conditioners, and other supporting equipment necessary to provide services to the community. Additionally, financial resources are also considered to support the full implementation of electronic ID card service policies in Ponorogo.

Disposition of Attitude: Disposition refers to the manner in which officials make decisions. In this study, disposition can be defined as the character traits possessed by policy implementers, such as commitment, honesty, and a democratic attitude on the part of employees who are willing to accept criticism and input from the community. Disposition can also be interpreted as clear, precise, and accurate guidance regarding the division of tasks by the Head of the Ponorogo District Civil Registry Office, which is a determining factor in the successful implementation of the electronic ID card policy in Ponorogo. In addition, the attitude of employees who are willing to work together in a team and feel responsible for the tasks assigned to them is essential for every employee. Every employee of the Population and Civil Registration Office must also be prompt and responsive in handling public complaints, so that these complaints can be adequately resolved promptly, without undue delay.

Bureaucratic structure is one of the bodies necessary for policy implementation. The bureaucratic structure regulates the division of tasks and responsibilities among individuals within the organization. This factor is quite important because it explains how positions, tasks, and functions are allocated within the organization. The bureaucratic structure at the Ponorogo Civil Registry Office is technology-based and *online*, making it easier for people who want to use its services. The service flow has been simplified by utilizing existing social media platforms, specifically Instagram and Twitter. For individuals unfamiliar with the services on *the website*, the Ponorogo Civil Registry Office offers a call center service, or messages can be sent via the Ponorogo Civil Registry Office WhatsApp application. With these services, long queues of people can be reduced, and brokers or employees charging illegal fees can be avoided. If there are still people who are dissatisfied with the services provided by the Ponorogo Civil Registry Office, they can submit written criticism and suggestions in the suggestion box provided.

4.2 Discussion

The mechanism for implementing the electronic ID card administration policy in Ponorogo Regency utilizes four indicators: communication, resources, disposition, and bureaucratic structure. It begins with communication from the Head of the Ponorogo Population and Civil Registration Office to the secretary, department heads, sub-department heads, and all employees, followed by the dissemination of information to the public through both direct and indirect channels, including social media and posters, billboards, appeals, and other means. For example, posters detailing the administrative requirements for processing certain documents, posters discouraging the use of brokers and illegal fees, appeals not to smoke, call center numbers, and announcement boards. This form of communication is highly effective

in helping the public access important information. For example, with the administrative requirements poster, before submitting documents to officials, the public can first check whether the documents they have brought are complete or not.

Additionally, posters prohibiting the use of brokers can also inform the public that applying for services at the Population and Civil Registration Office is free of charge. "No smoking" posters are also helpful in informing the public about the dangers of smoking, and the call center number is helpful for people who need to apply for files or other documents, so they do not have to bother coming to the Ponorogo Population and Civil Registration Office. For other important information, the public can check the notice board in front of the Ponorogo District Population and Civil Registration Office.

The implementation of the electronic ID card administration policy in Ponorogo Regency is running well. Human resources play a vital role in providing ID card administration services, as they are in direct contact with the people being served. The human resources at the Ponorogo Population and Civil Registration Office comprise both civil servants and non-civil servants. The number of employees is proportional and sufficient to meet the needs. The human resources are also capable of handling complaints from the public and assisting in resolving any issues that arise. In addition to human resources, the budgetary resources available to the Ponorogo Civil Registry Office are sufficient to support its services. Equipment resources include computers, KTP-el recording devices, printers, mobile vehicles, air conditioners, and supporting stationery such as paper, printer ink, community data forms, books, and other necessary items. The pattern of task assignment or policy disposition is carried out by the Head of the Ponorogo District Civil Registry Office, who provides clear, precise, and accurate instructions regarding the division of tasks to his employees. This ensures that all employees understand how to complete their job responsibilities.

In implementing policies, the bureaucratic structure is considered highly effective and efficient. The bureaucratic structure has been simplified by utilizing online-based digital technology. People who need services can access them online or offline, which is particularly helpful for those receiving services, as it saves time, reduces costs, and cuts wait times. However, this policy, which is already working well, needs to be better communicated to the broader community, especially in subdistricts that are really far from Ponorogo Regency.

The supporting factors in the implementation of the electronic ID card service policy are: 1) communication factors, both direct communication via social media and indirect communication via posters, banners, and announcements at the Ponorogo Population and Civil Registration Office, 2) human resources providing the service, sufficient budgetary resources, and supporting equipment resources such as adequate facilities, technology, networks, computers, printers, recording devices, and so on, 3) Disposition, which refers to the characteristics possessed by policy makers, such as commitment, honesty, and a democratic attitude that is willing to accept criticism and suggestions from the community, 4) A simple bureaucratic structure.

5. CONCLUSION

Based on the researcher's analysis, the following conclusions were drawn: The implementation of the electronic ID card (KTP-el) service policy in Ponorogo Regency has been carried out effectively. The Ponorogo Regency Population and Civil Registration Office has implemented technology-based innovations, allowing services to be carried out *online*, in addition to a facility for creating Digital Identity Cards (IKD). The aim is to prevent queues, reduce waiting times, and make it easier for the community to access services anywhere. To that end, the Population and Civil Registration Office has communicated and disseminated information directly through social media, including Facebook and Instagram, as well as indirectly through posters, banners, and announcements. With a proportional number of human resources, complaints from the community regarding ongoing issues can be addressed. Sufficient budgetary resources and adequate equipment support this, although the central system often experiences errors due to its use by all civil registry offices throughout Indonesia. The policy disposition of the Head of the Ponorogo Regency Dukcapil Office is clear, precise, and accurate to his employees. The creation of a bureaucratic structure is facilitated by utilizing digital technology, thereby saving time, reducing costs, and eliminating queues.

Supporting factors for implementing the electronic ID card administration policy in Ponorogo Regency include communication factors, such as direct communication via social media platforms like Facebook and Instagram, as well as indirect communication through posters, banners, and announcements at the Ponorogo Population and Civil Registration Office. Resource factors, including human resources, sufficient budgetary resources, and adequate equipment resources. Clear, appropriate, and accurate policy disposition factors. A streamlined bureaucratic structure leveraging digital technology. Meanwhile, the factors hindering the implementation of the electronic ID card administration policy in Ponorogo Regency include the network system between the Ponorogo Population and Civil Registration Office, which often experiences disruptions. This network system is used by all Population and Civil Registration Offices throughout Indonesia, so disruptions often occur, slowing down the data verification process and resulting in delays in the completion of electronic ID card administration.

Based on the above conclusions, researchers offer several recommendations: Many people still have to make multiple trips to the Civil Registry Office because their documents are incomplete. To avoid this, the Civil Registry Office should be more active in disseminating information on social media, which is easily and quickly accessible to the public. The researchers noted that the Ponorogo District Civil Registry Office is already active on Instagram but less active on Facebook. It would be beneficial if it were also active on Facebook, allowing outreach and communication with the public to run more smoothly. Additional facilities and infrastructure should be provided for people who want to apply for electronic ID cards in the service waiting room, ensuring it is well-ventilated and comfortable, considering the large number of people queuing for services. The Population and Civil Registration Office should establish a cooperative that specializes in selling office supplies, providing *photocopying* services, and document printing services, so that the public does not have to go back and forth when documents are missing. To improve the electronic ID card application service, electronic ID card application officers should receive adequate training to enhance their skills and knowledge in operating data recording equipment. To expedite the electronic ID card processing, the Ponorogo district government should provide the public with more transparent information about the procedures and schedule for processing.

REFERENCES

- Abdul Wahab (2015). Analisis Kebijakan Publik, PT. Bumi Aksara, Jakarta, hal. 278-280
- Abdurachman, R. (2001). Teori Komunikasi dan Publik, Pustaka Pelajar, Jakarta, Hal. 28.
- Amri Marzali, (2020), Antropologi dan Kebijakan Publik, Kencana Prenada Media Group, Jakarta, hal, 20.
- Anita Herman, Kotler Philip, (1998), Manajemen Pemasaran, Salemba Empat, Jakarta.
- Arafat, (2022), Kebijakan Publik; Teori Dan Praktik , PT. Literasi Nusantara Abadi Grup, Malang, hlm 174
- Basrowi, Suwandi, (2008), Memahami Penelitian Kualitatif , Rineka Cipta, Jakarta
- Budi Winarno, (2016), Kebijakan Publik Era Globalisasi, Media Pressindo, hlm. 134.
- Burhan Bungin (2015). Metodologi Penelitian Kualitatif, PT RajaGrafindo Persada
- Creswell (2012), Research Design: Qualitative, Quantitative, and Mixed Methods Approaches, Sage Publications
- Dwiyanto, Agus. (2015), Manajemen Pelayanan Publik: Peduli, Inklusif, dan Kolaboratif
- Edy Rasyid, "Kemajuan Pendataan di Indonesia" (Jurnal Modernisasi Data, 13 Febuary 2018).
- Irfan Islamy, (1984), Prinsip-Prinsip Perumusan kebijaksanaan negara, Bumi Aksara, Jakarta
- Iskandar, J. (2012). Kapita Selekta teori Administrasi Negara. Bandung: Puspaga.
- Islamy, Muh. Irfan. (2021), Kebijakan Publik, Universitas Terbuka, Tangerang Selatan.
- Jasfar (2005), Pelayanan Prima, Tiga serangkai, hal.51
- Junery, M. F., & Asyira, N, (2020), Kualitas Pelayanan Publik dalam Meningkatkan Reputasi Aparat Negara. Jurnal Administrasi Publik, 8(2), 45-58.
- Kotler, P, (2002), Manajemen Pemasaran. Edisi Millenium, Jilid 2, PT Prenhallindo, Jakarta, Hal 83.
- Kriyantono, R. (2012). Teknik Praktis Riset Komunikasi, Kencana Prenada Media Group, Jakarta.
- Leo Agustino, (2008), Dasar-Dasar Kebijakan Publik, Alfabeta, Bandung.
- M. Solly Lubis, (2007), Kebijakan Publik, CV. Mandar Maju, Bandung
- Moloeng, J. Lexy. (2014), Metode Penelitian Kualitatif, Rosdakarya, Jakarta:
- Olii, J. (2011). Komunikasi Publik dan Media, Universitas Gadjah Mada, Yogyakarta, Hal. 21.

- Peraturan Daerah Kabupaten Ponorogo Nomor 1 Tahun 2018 tentang Penyelenggaraan Administrasi Kependudukan
- Putra, F. (2012). *New Public Governance*, UB Press, Malang
- Putri, B. O. S., dkk, (2020), Tantangan dan Masalah dalam Pelayanan Publik: Sebuah Evaluasi Efektivitas dan Efisiensi”, *Jurnal Manajemen Pelayanan Publik*, 12(3), 78-89.
- Riant Nugroho. (2014). *Public Policy*, Elex Media
- Riant Nugroho Dwijowijoto. (2011). *Kebijakan Publik untuk Negara-Negara Berkembang*. PT. Elex Media Komputindo.hal. 201.
- Savas, E.S. (2000). *Privatization: The Key to Better Government*, Chatham House, Publisher, New Jersey, Hall 62.
- Singarimbun, Masri dan Sofyan Effendi, 2007, *Metode Penelitian Survey*, LP3ES, Jakarta
- Sitepu, Agustinus. (2018), *Kebijakan Publik: Analisis dan Implementasi*, PT. RajaGrafindo Persada, hal 23
- Sugiyono (2019) *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*, Alfabeta, Hal. 35
- Surjadi. (2012), *Pengembangan Kinerja Pelayanan Publik*, Refika Aditama, Bandung, Hal 17
- Tajhan (2006), *Implementasi Kebijakan Publik*, Penerbit buku "Implementasi Kebijakan Publik, AIPI (Asosiasi Ilmu Politik Indonesia) Bandung, hal.
- Thoha, M. (2012).*Dimensi-dimensi Prima Ilmu Administrasi Negara*, Raja Grafindo Persada, Jakarta.
- Undang-Undang No. 23 Tahun 2006 tentang Administrasi Kependudukan
- Undang-Undang No. 24 Tahun 2013, Kartu Tanda Penduduk Elektronik (KTP-el)
- Undang-undang Nomor 25 tahun 2009 tentang Pelayanan Publik
- Utomo, B. (2005), *Perubahan Paradigma dalam Administrasi Publik: Dari Pemerintah ke Tata Kelola*, Pustaka Pelajar, Yogyakarta, Hal. 5.
- Zuriah, Nurul. (2007), *Metode Penelitian Sosial dan Pendidikan, Teori-Aplikasi*, Bumi Aksara, Jakarta.