

Optimization of the ASKIA CERIA Program in the Process of Issuing Child Identity Cards in Langkat Regency

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Abstract. *The ASKIA CERIA (Smart and Friendly Child Population System Application) program is an innovative population administration service designed to accelerate the process of issuing Child Identity Cards (KIA) in Langkat Regency. This research aims to analyze the implementation of the ASKIA CERIA program, identify the challenges faced, and evaluate optimization strategies that can be carried out. A qualitative descriptive approach is used in this study with data collection techniques through interviews, observations, and documentation. The results show that the implementation of ASKIA CERIA in the issuance of KIA in the Disdukcapil of Langkat Regency still faces challenges in aspects of communication, resources, disposition, and bureaucratic structure. Improvement efforts are needed to improve communication strategies, the quality of human resources, budget allocation, motivation for implementers, as well as cross-level coordination and flexibility of procedures so that the program can run more optimally and the benefits are felt by the community. To overcome these challenges, optimization strategies include digital literacy training, improving technological infrastructure, and adding human resources. This study concludes that the digitization of public services through programs such as ASKIA CERIA can be a solution to improve service efficiency, as long as it is accompanied by an inclusive approach and adequate infrastructure support. This finding is expected to be a reference for the development of similar innovations in other regions.*

Keywords: ASKIA CERIA, Child Identity Card, Population Administration, Public Service, Digitalization

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INTRODUCTION

A child's identity is a constituent that is a basal attribute of every person at his/her birth (Hardjanto, 2019). A child identity card (KIA) is not just a document, but also forms state acknowledgment of children's political status (Noer, 2021). To increase the understanding and compliance to this document, the Langkat Regency has developed the ASKIA CERIA program as the solution. ASKIA CERIA programme means Fast and Child Friendly Child Identity Card System Application. It should be understood that is aimed at ensuring convenience and shortening the KIA process for every child in Lalat Regency. This step was taken with the rising public demand for quicker, better, and barrier-free population administration services.

In Lalat Regency, the level of KIA ownership is still low compared with other regions in Indonesia. This is due to among other things, lack of public awareness, few service providers, cumbersome procedures that some people deem to be lengthy. Actually, ASKIA CERIA is here as a response to these problems. This means that the programme does not only use technology for such cares but also had a focus on the child friendly and responsive method of the concern of the

community. Therefore, it will be possible to increase the number of cars using KIA significantly through existence of this program.

Digital technology integrated into public services is a necessity which has become unarguably necessary in this modern world (Sepriano et al., 2023). ASKIA CERIA incorporate technology innovate in order to make it a more transparent system that is swift and opens to the general public. This is something that is in consonance with the existing government vision to foster technology-based governance. This means that geographical problems of Langkat Regency are not so simple, there are highland areas, cities areas, and even remote rural areas. This is in itself an obstacle hence has impounded access to common population administration services by children which includes the KIA.

In its implementation, the ASKIA CERIA program involves different stakeholders including the local government, village officers and square heads and the neighbors. This shared effort should work in a way that complements each other for the desired message to get to all the people in society. I can also speak about one more advantage of this program – the proposal of the new online-based service that lets people apply for KIA issuance without coming to the population office. This work can be considered as a breakthrough in creating conditions for increasing the efficiency of services.

Nevertheless, this has not been without challenge the implementation of ASKIA CERIA has its own challenges. Many a time, people may struggle to access the right information technology they need to have. However, there is still a homework to understand the importance of KIA. The Government of Langkat Regency has taken measures for addressing these problems besides conducting intensive socialization. The afore mentioned socialization seeks to establish awareness and appreciation of KIA as a formal form of identification.

However, ASKIA CERIA also combines services with other population information such as birth certificates and family cards. This is to improve the modality of document management and also to promote the accuracy of the integrated data. It also aims at numerous special groups of the population like children from different remote regions or children from families with low income (Hakim et al., 2024). This way, ASKIA CERIA is also aiming at reaching out as many children as possible for their rights to be responded to.

In its application, ASKIA CERIA offers training to officers in the field in order for them to have a better mastery of techno-humanism and consequently, improve the services offered to the public. This training is one of the success factors of this program. All the innovations ASKIA CERIA seeks to bring makes sense in the sense that it wants to see many people owning KIA, but also seek to bring change in the culture of the public service. This program also focuses on the aspect of positive experience to the community (Efendi et al., 2023).

Among the optimization ASKIA CERIA conducts internal review and improvement of the system periodically. This is to eliminate the possibility where a program that was initially relevant to some subscriber ceases being useful and meaningful to the same people in future. Literature review revealed that KIA issuances have increased tremendously in Lalat Regency after the launch of ASKIA CERIA. But this number has to grow further to ensure that all the children of this district are given an official identification (Laduni & Wibawani, 2023).

That optimization of ASKIA CERIA brings improvement for children directly, and also contributes to proper governance of population administration. It is such a program that illustrates how, envisioning and enhancing, technology can be applied to enhance the quality of the public services. The continued success of ASKIA CERIA is also associated with the support of the central government on policies aimed at increasing the digitalization of governmental services. Cooperative between the central and regional government is crucial in development of a sustainable program (Halomoan, 2024).

Amidst these challenges ASKIA CERIA has been trying its best to serve the community most appropriately. Due to its perceived long-term efficacy in enhancing population administration

services, there is a firm belief on all these party to observe firm commitment. With achieving the objectives of optimization in ASKIA CERIA, Langkat Regency demonstrates innovation and cooperation are the areas that can make a difference. It is not only a process of providing the KIA, but is also a process of making better a future of children in this district.

METHODS

This study uses a qualitative descriptive approach with the aim of understanding and analyzing in depth the implementation of the ASKIA CERIA program in the process of issuing Child Identity Cards (KIA) in Langkat Regency (Subianto & Ramadan, 2021). This approach was chosen to obtain a factual and detailed picture of the implementation of the program, challenges, and optimization strategies. The location of the research was carried out in Langkat Regency, especially at the Langkat Regency Population and Civil Registration Office (Disdukcapil) as the main agency responsible for the ASKIA CERIA program. In addition, research was also carried out in several sub-districts and villages that are the implementation areas of this program. The research subjects consist of: (1) Officer of the Population and Civil Registration Office of Lalat Regency; (2) Village or sub-district officials involved in the implementation of the ASKIA CERIA program; (3) Parents or guardians of children who have used ASKIA CERIA services; (4) Children as beneficiaries of the program. Data collection is carried out through the following techniques (Jogiyanto Hartono, 2018): (1) Conducted with Disdukcapil officers, village/sub-district officials, and the community to explore information about the implementation of the program, the challenges faced, and optimization efforts; (2) Observe firsthand the implementation of the ASKIA CERIA program, including service processes, use of technology, and interactions between officers and the community; (3) Documentation, collecting relevant documents, such as program implementation reports, KIA issuance data, and policies that support the program. The research instruments include interview guidelines, observation sheets, and document data recording formats. This instrument is compiled based on indicators of the success of public administration service programs. Sampling was carried out by purposive sampling, where subjects were selected based on their direct involvement in the ASKIA CERIA program. This includes implementing officers, village/sub-district officials, and communities who are targeted by the program. The data were analyzed using a qualitative descriptive analysis method, which included the following steps (Miles & Huberman, 1992): (1) Data reduction, selecting and simplifying data obtained from interviews, observations, and documentation; (2) Data presentation, organizing data in the form of narratives or tables to facilitate analysis; (3) Drawing conclusions, identifying patterns, relationships, and key findings to answer the research question. To ensure the validity of the data, this study uses a triangulation technique, which is comparing and verifying data from various sources (interviews, observations, and documentation). In addition, the researcher also held discussions with peers and confirmed to the research subjects.

RESULTS AND DISCUSSION

Implementation of the ASKIA CERIA Program in the Issuance of Child Identity Cards (KIA)

The study findings in interviews, observations and documentations reveal that the administration of the ASKIA CERIA program in Langkat Regency has commenced and improved significantly. The positive outcome of this program is that it has managed to fast track the process of issuing Child Identity Cards (KIA) through the use of online application-based technology. But several challenges are still observed in its application.

Program Implementation Stages: (a) Socialization. This program started with informative socialization to the community via print and electronic media as well as direct sensitization in the field. The socialization aims to enhance the awareness of the general public for the significance of KIA; (b) application process. They were made online using the ASKIA CERIA application or in person, at the Disdukcapil. The online system assist in the minimization of queues within the service office; (c) Publishing and Distribution. Once the data has been cross-checked, the KIA is produced and can be delivered via the village instrumentation or picked up by the applicant.

The Planning of Population and Civil Registration Department in Langkat Regency works together with the business actors in the region to facilitate the implementation of Permendagri No. 2 of 2016 about the Child Identity Cards (KIA) (Apriliani, 2020). The collaboration is done with culinary business actors, learning centers and children's playpen in public facilities. When KIA is shown, people can get to watch good promos such as; affordable price from business actors. This program not only invites the public to visit culinary places and children's play or learning facility, but also offer a number of advantages for business actors in marketing their products.

To the community, this program assists in the reduction of cost of other essential needs, supporting the family's economy, meeting children rights, including the right to education, right to play and access to proper public amenities (Akbar et al., 2024). Therefore, this program also serves to benefit the children and also increases awareness on population administration documents. Although the Askia Ceria program has many benefits, there are still potential drawbacks that can be considered, including the success of the program is highly dependent on the number of business actors who are willing to participate. So that cooperation in this case needs to be evaluated periodically.

Analysis of the Implementation of ASKIA CERIA Policy in the issuance of KIA in Langkat Regency

Three components of policy implementation model under George C. Edwards III shows that four factors while not directly determining the success of policy implementation which must be taken into account by the policy implementers (Humaizi, 2013). The third important requirement pointed out by Edward III is the issue of transmission where the implementers must know what is required of them. Policy conclusions and directions need to get sent to the implementers before they can implement them (Hastowo, 2021). Hence before an official can activate implementation of a policy decision, he must know that a decision has been made and directives to that effect have been given out. It is important for individuals on the field to understand clearly who has to implement the decision and the instructions that accompany the decision with the more accurate the information the more likely that the decision will be implemented.

Media selection is also another aspect of strategic communication such that the message is circulated widely (Suprayitno et al., 2023). Thus there is every reason why Dukcapil Langkat needs to determine the media that shape beliefs and attitudes of the public most and communication professionals needed to select the most appropriate means of communicating with the target market (Ball, 1976). Shaw, he noted that clarity while informing subjects about the KIA issuance procedure was also an area that required enhancement. This work revealed that high percentage of the respondents had little knowledge about the application of KIA via the ASKIA CERIA program. This happens because the information incorporated is not sufficient or specific even though the information in question has been discussed to the public. This goes a long way in showing that the efficiency of the flow of communication is vital in avoiding confusion (Vebrina et al., 2024).

In the analysis of the communication theory, it is stipulated that the message delivered has to be unapproachable for interpretation by the audience in order to allow a proper interpretation of the information (Vanninen et al., 2023). Thus, the need for comprehensive information in the form of popular presentation with emphasis on the format that will be easier for the public especially for those who have limited perception of administrative procedures cannot be overemphasized. Cognitive Dissonance Theory (CDT) advanced by Rothgerber in 2020 This theory postulates that a person suffers from mental contention or cognitive dissonance when they have in their belief system or are involved in, two disparate activities.

In this case, even though some people already have prior knowledge of information regarding the benefits of KIA, the information being disseminated is still blurred in the community. This is why much as people has positive attitude towards the benefits of KIA through ASKIA CERIA, they still have contradicting beliefs. In the framework of SC, CDT can support in developing and sharing messages; stress potential diminution of cognition clash among the

audience (Athaya, 2022). This can be done, for instance, in the following ways – organizing the message in a way that it follows the beliefs and values of the audience and/or presenting information that would assist the audience find common ground between conflicting belief systems or behaviors (Mulawarman, 2020).

As such, the recommendations provided are as follows: Moreover, the socialization through new media should be intensified with regard to available kinds of outreach that can effectively engage with all levels of society especially on the distant areas. Secondly, the kinds of information conveyed have to be ensured to be more clear, comprehensive and easily understandable to the public as to avoid misinterpretation. Besides, there is the need to enhance the co operation between the central and regional governments, and also ensure message consistency in the delivery of the details so that policies can be passed effectively.

Challenges Faced

Although the implementation of the program is going quite well, there are several challenges: a) Small chances to avail new technologies. Some problems include the following; (b) Limited population using the internet and related gadgets; (c) Poor knowledge of technology. Some parents include the elderly community are having challenges in using ASKIA CERIA application; (d) resources are scarce. The amount of officers that contribute to the community in that Disdukcapil is still less sufficient, hence some cases showing a pile up of applications.

Seeking to explain why the ASKIA CERIA program, which has produced positive results, continues to encounter problems in some aspects, the following challenges can be identified: a lack of technology in rural regions and poor digital literacy among the members of the community. Regarding this situation, our work is aligned with Susanti et al. (2023), which pointed out that the digital divide presents significant challenges in the adoption and deployment of technology-based services for use in remote areas. However, the staff in the Langkat Regency Disdukcapil is limited; therefore, they can hardly cope with the increasing needs of the population. This is related to the theory of Prusty & Mahapatra (2021) on street level bureaucracy stating that restricted supplies on the service level means different supply options, which may influence the offer of public services.

Optimization Strategy

Based on the results of data analysis and interviews with relevant parties, the following strategies are recommended for program optimization: (a) Technology in Training and Education. Promoting training of the population on enhancing their knowledge and skills on the use of the ASKIA CERIA application; (b) Infrastructure Development. Increase information connection in rural regions and supply support equipment in village councils; (c) Integration of Human Resources. Hiring more officers to increase the flow of the service.

Possible internal optimization measures, like digital competencies' enhancement, technological support enhancements, and staff expansion, are the recommended actions to tackle these issues (Meliza et al., 2024). Advancements in physical infrastructure such as in information and communication technology means that those in the periphery can now get services more easily. According to the study conducted by Heeks (2002), the establishment of technological architecture is one of the vital successes of the e-government program. On the other hand, it also noted the need to train people's digital literacy so that they can effectively use the ASKIA CERIA application. This is in concordance with Selwyn (2004) who acknowledged that digital literacy was one of the essential supporter in the integration of information technology in the public services.

CONCLUSION

This paper assesses the effectiveness of the ASKIA CERIA programme in the issuance of the Child Identity Card (KIA) in Lalat Regency. Consequently, based upon the final findings of this method, it can be supposed that this program has served to enhance the efficiency and effectiveness of the services related to population administration. Due to the application of digital

technology, the issuance of KIA cards under the ASKIA CERIA program can go more quickly, and more children can have official identity numbers. This success is complemented by the introduction of an application-based system, where people can apply for KIA online hence cutting shorter waiting times and increasing access. Moreover, stimulating socialization activities performed by the local government contribute to raising awareness of the community as to the need to treat the KIA document as official for children. However, the implementation of the program is linked to several constraints, including inadequate availability of the technology systems in rural areas, low technology literacy of the community, and shortage of human capital at the service delivery point. This condition shows that although technology can be a solution, its success still depends on the readiness of infrastructure and community support. Optimization strategies such as digital literacy training, technological infrastructure improvements, and workforce additions have been identified as important steps to overcome these barriers. These measures are not only relevant to improve the effectiveness of the ASKIA CERIA program, but also to create more inclusive and equitable public services. Overall, the ASKIA CERIA program can be considered successful in fulfilling its main goal, which is to increase KIA ownership in Langkat Regency. This success is in line with the theory of public service which emphasizes the importance of efficiency, accessibility, and community satisfaction.

SUGGESTION

To achieve long-term sustainability and effectiveness, greater commitment is needed in addressing existing challenges and ensuring that all levels of society benefit from these programs. This research provides an important overview of how technology can be integrated in public services to create greater value for society. This finding is expected to be a reference for other local governments who want to adopt a similar model to improve the quality of population administration services in their regions.

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