

## **Optimization Of The Program Of Environmentally Conscious Areas Of Population Administration (KALIMASADA) In Pakal District Surabaya City**

### **Optimalisasi Program Kawasan Lingkungan Sadar Administrasi Kependudukan (KALIMASADA) Di Kecamatan Pakal Kota Surabaya**

**Sindy Mahrani<sup>1</sup>, Susi Hardjati<sup>2</sup>**

<sup>1,2</sup>Universitas Pembangunan Nasional 'Veteran' Jawa Timur, Indonesia

Corresponding author: [susi\\_hardjati.adneg@upnjatim.ac.id](mailto:susi_hardjati.adneg@upnjatim.ac.id)

#### ***Abstract***

*Public services in Indonesia still face challenges, such as the increasing number of complaints. Moreover, East Java province has the most protests in Indonesia, and the city of Surabaya also has the highest number of complaints in East Java. One of the public services in the city of Surabaya is population administration services at the Surabaya City Population and Civil Registration Service. However, some still are unaware of the importance of population administration documents, so the government launched the Population Administration Aware Community Environmental Area (KALIMASADA) program. As in the Pakal sub-district, 416 people do not have orderly population administration. This research uses program optimization theory to analyze how to optimize the Population Administration Awareness Area (KALIMASADA) program in Pakal District. This research design is descriptive qualitative using primary data through interviews with key informants determined by purposive sampling, observation, and documentation—data analysis techniques using interactive models by Miles and Huberman. The results of this research are as follows: 1) The aim is to show that there is coordination between officers, Kasipem, and Head of RT in the KALIMASADA program so that time and costs can be minimized. 2) Alternative decisions show that the collaboration between officers and the RT Head ensures that the community can access services easily. However, there are still officers and the public who do not understand KALIMASADA. 3) Limited resources indicate that there are still obstacles in sub-district budget allocation and a lack of skills of officers in Pakal Sub-district. Still, the availability of infrastructure, such as the RW/RT Hall and internet access, is quite good.*

**Keywords:** *Optimization, Population Administration, RW Hall Services, Pakal District*

#### **Abstrak**

Pelayanan publik di Indonesia masih menghadapi tantangan seperti meningkatnya jumlah pengaduan. Terlebih lagi provinsi Jawa Timur memiliki pengaduan terbanyak di Indonesia dan Kota Surabaya juga memiliki jumlah pengaduan terbanyak di Jawa Timur. Salah satu pelayanan publik di Kota Surabaya adalah pelayanan administrasi kependudukan di Dinas Kependudukan dan Pencatatan Sipil Kota Surabaya. Namun, masih terdapat masyarakat yang kurang menyadari akan pentingnya dokumen administrasi kependudukan sehingga pemerintah meluncurkan program Kawasan Lingkungan

Masyarakat Sadar Administrasi Kependudukan (KALIMASADA). Seperti halnya di kecamatan pakal sebesar 416 jiwa yang belum tertib administrasi kependudukan. Penelitian ini bertujuan untuk menganalisis mengenai bagaimana optimalisasi program Kawasan Lingkungan Sadar Administrasi Kependudukan (KALIMASADA) di Kecamatan Pakal dengan menggunakan teori optimalisasi program. Desain penelitian ini adalah kualitatif deskriptif menggunakan data primer melalui wawancara dengan key informan yang ditentukan secara purposive sampling, observasi, dan dokumentasi. Teknik analisis data menggunakan model interaktif oleh Miles and Huberman. Hasil penelitian ini adalah 1) Tujuan, menunjukkan bahwa adanya koordinasi antara petugas, Kasipem dan Ketua RT dalam program KALIMASADA sehingga dapat meminimalisir waktu dan biaya. 2) Alternatif keputusan, menunjukkan bahwa adanya kolaborasi petugas dan Ketua RT memastikan bahwa masyarakat dapat mengakses layanan dengan mudah. Namun masih terdapat petugas dan masyarakat yang belum paham terkait KALIMASADA. 3) Sumberdaya yang membatasi, menunjukkan bahwa masih terdapat kendala dalam alokasi anggaran kecamatan, kurangnya keterampilan petugas di Kecamatan Pakal, namun memiliki ketersediaan infrastruktur sudah cukup baik, seperti adanya Balai RW/RT dan akses internet.

**Kata kunci:** *Optimalisasi, Administrasi Kependudukan, Pelayanan Balai RW,*

## **Introduction**

Bureaucracy is essential in government management as the state's primary tool for managing various administrative affairs (Iskandar, 2017). Meeting community needs and satisfying service recipients are the bureaucracy's responsibilities (Hidayat, 2019). The government is expected to provide the best service by applying the principles of good governance because the public's assessment of the quality of the service determines how good or bad the service is (Rahman and Purwati, 2023). The government is expected to provide the best service by applying the principles of good governance because the public's assessment of the quality of the service determines how good or bad the service is (Maryam, 2016). According to Law No. 25 of 2009, assistance to the community can be explained as activities aimed at meeting the needs of citizens and residents in terms of goods, services, and administration following applicable legal provisions. The Ombudsman of the Republic of Indonesia is responsible for supervising public services in Indonesia, both government and private sectors (Swastika et al. 2022).

Optimization is a process that aims to make something as good as possible or most efficient in a particular context (Kirkpatrick et al., 1983; Storn et al., 1997). Optimization goals can include improving performance, efficiency, and effectiveness or achieving goals by utilizing existing resources (Boyd et al., 2011). Optimization involves

developing, testing, and adjusting solutions to achieve the best results in a system or process (Wolpert and Macready 1997). Optimization is often used in data processing and analysis to improve a system's accuracy, performance, or other features (Jenkinson et al., 2002).

In 2020-2022, public service complaint reports will increase. Proven by the table below:

**Table 1. Number of Public Service Complaint Reports**

Year	Amount
2020	7,204
2021	7,186
2022	8,292

Source: Annual Report of the Ombudsman of the Republic of Indonesia, 2020-2022

The table above shows that public services in Indonesia are still not running optimally due to the increasing number of complaints. The following is more detailed data regarding the five provinces with the highest number of public service complaint reports in Indonesia:

**Table 2. Provinces with the Highest Number of Public Service Complaint Reports in 2022**

Province	Amount
East Java	28
West Java	26
South Sulawesi	21
North Sumatra	18
Lampung	17

Source: Annual Report of the Ombudsman of the Republic of Indonesia, 2022

The table above shows that public services in East Java province are still not running optimally because they have the highest number of service complaints in Indonesia. East Java is divided into 38 districts or cities. The following is more detailed data regarding the five regencies or towns with the highest number of public service complaint reports in East Java Province:

**Table 3. Regency or City with the Highest Number of Public Service Complaint Reports in 2022**

<b>Regency or City</b>	<b>Amount</b>
Surabaya	39
Regency. Tulungagung	13
Malang city	9
Regency. Sidoarjo	7
Kediri City	6

Source: Annual Report of the Ombudsman of the Republic of Indonesia, 2022

The table above shows that public services in Surabaya are still not running optimally because they have the highest number of service complaints in East Java Province. This can prove that public services in Surabaya are still relatively poor. The Surabaya City Government provides population administration services through the Surabaya City Population and Civil Registration Service as one of the public services offered (Putri and Bataha. 2023).

All administrative services provided to the community, from birth to death, are population administration services (Purwanti, 2018). Applications and services such as Klampid New Generation (KNG) are the media used by the Surabaya City Population and Civil Registration Service to apply for their services. To improve public services in Surabaya, population administration can be carried out at the Population and Civil Registration Service offices, sub-districts, sub-districts, and the nearest RW hall (Putri and Bataha, 2023). Through population administration, the government can provide public services efficiently to the community. Accurate and up-to-date population information makes it easier for the government to formulate policies, plan development, and allocate resources appropriately based on community needs. This ensures that every citizen can access their rights, including health rights, education rights, social rights, and other rights (Rukayat, 2017).

The importance of population administration is also reflected in providing legal recognition of the identity of each individual. Official population documents, such as Resident Identity Cards (KTP), birth certificates, and marriage certificates, have legal value as authentic evidence in various administrative processes, such as obtaining a

driver's license (SIM), opening a bank account, school registration, job registration, and so on. Other rights. The crucial role of population administration is also reflected in democratic General Elections (Suharyanti, 2020). Population information is used to compile voter lists and ensure that the voting rights of every citizen are recorded accurately. Lower-middle-class people and upper-middle-class people must be aware of the importance of population administration documents (Purwanti, 2018).

Active community participation is an essential factor in achieving maximum benefits in population registration. Therefore, increasing public awareness of the population administration process is a must. The Surabaya City Population and Civil Registration Service introduced the Population Administration Aware Community Environmental Area (KALIMASADA) program to achieve this goal. According to Carl Friedrich (1969) in Leo Agustino's book entitled *Basics of Public Policy* (2008:7) states that public policy is a series of actions expressed by individuals, groups, or governments where there are obstacles and possibilities in a particular environment where The policy is defined to overcome problems to achieve the intended goals. Residents can process population documents via the Klampid New Generation (KNG) web application. For those who do not have internet access, administrative services can also be provided through the Rukun Tetangga (RT). As an initial initiative, 62 neighborhood units (RT) were selected to run the KALIMASADA program pilot project. This program will be expanded to all RTs in Surabaya. The aim of the KALIMASADA program is to encourage orderly community population administration and is expected to provide the most up-to-date population data (Rifqi and Ikaningtyas, 2023).

Surabaya has 31 sub-districts and 154 sub-districts, with a population of 2,971,646 based on the 2021 population census. One of the sub-districts in Surabaya that has adopted the KALIMASADA program is Pakal Sub-district, where several people still have not complied with population administration. Therefore, improvements need to be made by re-implementing the area's KALIMASADA program. Pakal District consists of four sub-districts, namely Babat Jerawat Subdistrict, Pakal Subdistrict, Sumberejo Subdistrict, and Benowo Subdistrict, with a total of 191 Neighborhood Units (RT) and 34 Resident Associations (RW). The population in this sub-district reaches 59,971 people. In implementing the Kalimasada Program in the Pakal District, KALIMASADA officers had eight pilot RTs as targets. The following is a summary of the number of Pakal

District residents who have not complied with population administration as seen on the Kalimasada website from the eight selected Kalimasada pilot RTs:

**Table 3. Recapitulation of Communities Who Have No Order in Population Administration**

	<b>Jerawat Village</b>	<b>Pakal Village</b>	<b>Benowo Village</b>
Don't have an ID card yet	9	7	1
Don't have a KIA yet	83	110	6
Birth certificate	5	4	1
Presumed dead	6	6	1
Marriage has not been registered	88	73	16
<b>Total</b>	<b>191</b>	<b>200</b>	<b>25</b>
<b>Total</b>	<b>416</b>		

Source: Kalimasada RT website pilot in Pakal District, 2023

Based on the table above, it can be seen that there are 416 in 8 pilot RTs in Pakal District that have no orderly population administration of the 59,971 residents of Pakal District. So efforts are needed to improve population administration order by optimizing population administration services through programs KALIMASADA, which is carried out at the local RW/RT Hall, as well as door-to-door services or picking up the ball to the homes of residents who are still registered as having no orderly population administration.

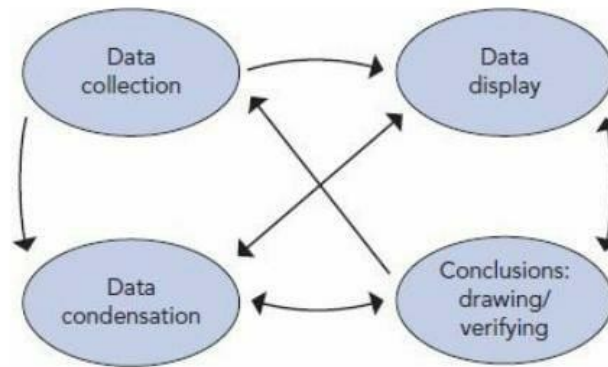
Optimization is the result to be achieved, namely, achieving results effectively and efficiently following expectations (Ali, 2014: 124). Optimization can also be interpreted as a benchmark where all needs can be met from the activities (Ali, 2014). Optimization is a measure that can lead to achieving goals, namely finding the best value from several functions given in a context (Winardi, 2015). In this case, program optimization is an effort to maximize a program or activity to realize the desired benefits. The conclusion can be drawn that program optimization can be realized if implemented effectively and efficiently. An organization's goal is always directed at achieving results effectively and efficiently to run optimally. Based on the above, this research focuses on analyzing and describing the optimization of the environmentally-conscious population

administration (KALIMASADA) program in Pakal District, which refers to the optimization theory put forward by Siringoringo (2005) in Valeryana (2022) which consists of 3 indicators, namely: goals, decision alternatives, and limited resources.

### **Research Methods**

This research adopts a descriptive type of research with a qualitative approach. The theoretical basis of the study refers to the optimization concept introduced by Siringoringo (2005) in Valeryana (2022). This concept consists of three leading indicators, namely goals, alternative decisions, and limited resources. This research aims to analyze and describe the optimization of the Population Administration Awareness Environmental Area (KALIMASADA) program in Pakal District. Data collection was carried out through interviews with informants selected using the purposive sampling method. The selection of informants was based on the consideration that they had a deep understanding of the research phenomenon. The data obtained involved the Head of the Government and Public Services Section (Kasipem), the Head of the RT pilot of the KALIMASADA program, and people who had processed population documents through the Kalimasada program. Apart from interviews, observations were also carried out to record events directly in the field. Documentation is also one of the data collection techniques used in this research.

The interactive model developed by Miles et al. (2014) is suitable for descriptive qualitative research such as that which researchers carry out to analyze and answer problems that have been created by researchers regarding the optimization of the Administration Aware Environmental Area (KALIMASADA) program in the Pakal District. Interactive model data analysis was chosen because it can effectively and efficiently summarize and simplify the data obtained during the research. So, the results of this research are objective, valid, and accurate. This model combines various data collection methods that support research. Furthermore, data condensation is used to select and abstract field data. To make it easier to draw conclusions, this information is presented in narrative form. Drawing conclusions or verification is the final stage of data analysis, where the final goal is to find meaning from the data collected. An interactive data analysis model was chosen to simplify and summarize the data during the research process. It is hoped that the results of this research will be accurate, objective, and valid.



**Figure 1. Components of Data Analysis Techniques: Interactive Model**  
Source: Matthew B. Miles, A. Michael Huberman, Johnny Saldana (2014)

### Results And Discussion

KALIMASADA Program aims to encourage the public to have orderly population administration, and it is hoped that up-to-date population data will be available. The public can take care of population administration via the Klampid New Generation (KNG) web application, and for those who do not have internet access, this can be done via RT. As a pilot project, there are 62 pilot RTs selected to run the KALIMASADA program, which will be developed in all RTs in Surabaya. There are 8 KALIMASADA pilot RTs in Pakal District, namely Babat acne Subdistrict including (RT 01/RW 02, RT 02/RW 07, RT 07/RW 08, RT 03/RW 10); Pakal Subdistrict includes (RT 01/RW 01, RT 04/RW 04, RT 03/RW 06); Benowo sub-district includes (RT 02/RW 06). The total number of people who do not have orderly population administration in Pakal District is 416 people out of 59,971 residents. Survey activities were carried out at the RW/RT Hall and door-to-door or picking up the ball at residents' homes in Pakal District.

According to Siringoringo (2005) and Valeryana (2022), optimization is the process of finding the best solution. This does not necessarily mean seeking the highest returns if the primary goal is to maximize profits; otherwise, it doesn't necessarily mean looking for the lowest cost. Goals, decision alternatives, and limited resources are indicators of optimization. Likewise, with the Kalimasada program in Pakal District, Surabaya City, it is necessary to optimize the environmental awareness population administration (KALIMASADA) program in Pakal District. The following is a description of the discussion using the optimization theory proposed by Siringoringo (2005) in Valeryana (2022):



### **The Aim of Optimizing The KALIMASADA Program**

The optimization goal can be either maximization or minimization. Maximization is used when the purpose of optimization is to increase profits, revenue, or something similar. In contrast, depreciation is used when the goal of optimization is to reduce costs, time, distance, or something like that. (Siringoringo, 2005in Valeryana, 2022). In carrying out program optimization KALIMASADA, Dispendukcapil City of Surabaya always strives to continue to improve services and be consistent so that people can process population documents efficiently through the Klampid New Generation (KNG) website in the program KALIMASADA. This has reduced public visits to the Pakal District Office, Surabaya City, because the people who have been recorded have not been orderly in the administration of the pilot RT.KALIMASADAMany has had its population documents surveyed.



**Figure 2. Visit to the Head of the KALIMASADA RT Pilot**  
Source: research documentation, 2023

Maximization of serviceKALIMASADAat the RW/RT Hall, starting with coordination between KALIMASADA officers and the Head of the Regional Head and Head of the pilot RTKALIMASADAt then serviceKALIMASADAcould be carried out at the designated RW/RT Hall. The RT head has informed the residents' names listed on the

PDF in their citizen group, so the words concerned go to the RW hall one by one to take care of the population documents, which are still not in order. The following are the results of the interview with the Head of the RT:

"I have indeed sent the names of the residents in the file to my RT group, and I have told them to come to the RW hall, sis, to take care of the documents."

Next, KALIMASADA officers helped the RT Head submit a population administration application on the KNG (Klampid New Generation) Application. After the documents are declared complete, the KALIMASADA officer will send the document files to the applicant via WhatsApp.



**Figure 3. KALIMASADA Service Activities at the RW/RT Hall**

Source: research documentation, 2023

However, there are also residents who have their population documents in order but have not updated them on the website KALIMASADA. With this, the person concerned only needs to send proof of population administration documents via WhatsApp so that they can be immediately updated in the system. So, it can be seen that maximizing KALIMASADA services at the RW/RT Hall can be achieved through coordination between KALIMASADA officers, Kasipem, and the Head of the RT so that the community can immediately process their population administration documents.

From the results that have been found, it can be seen that the Surabaya City Population and Civil Registration Department has made efforts to ensure that the population is orderly in population administration with the KALIMASADA program. This was carried out in Pakal District, starting with coordination between the RT head, Kasipem, and KALIMASADA officers. Then, the Head of the RT gave information to residents who had not been in order with population administration to go immediately to the RW hall. However, there are still residents who have orderly population administration but have not updated it in the system. Based on this, the KALIMASADA program aims to ensure orderly population administration in the community, and there must be prior coordination between the RT head, RW hall officers, and Kasipem before implementing the KALIMASADA program in the Pakal sub-district. This is in accordance with research by Aliatin and Rahmadanik (2023), which shows that in supporting the success of the KALIMASADA program, the RT Head, Kasipem, and KALIMASADA officers are involved in registering residents who still have not completed their population documents.



**Figure 4. KALIMASADA Door To Door Survey Activities**

source: research documentation, 2023

Apart from that, there is maximization of service KALIMASADA through door-to-door surveys or pick up the ball. In order for population administration services to be more optimal, KALIMASADA officers are directly involved in door-to-door activities or picking up the ball at the house concerned, accompanied by the Head of the RT or by the

KSH (Kader Surabaya Hebat). In this case, the KALIMASADA officer will explain the aim and purpose of visiting residents, namely, to conduct a survey of population administration documents and explain the importance of orderly population administration. That way, the KALIMASADA officer will explain the file requirements needed to be input into the KNG (Klampid New Generation) application. After that, KALIMASADA officers will process the collected files to be submitted to the KNG (Klampid New Generation) application. Once the documents have been completed, the KALIMASADA officer will send the finished population documents to the applicant's WhatsApp to be printed independently. After conducting survey activities and collecting residents' records, KALIMASADA officers can update the survey's final results on the website KALIMASADA. In this process, KALIMASADA officers will fill in the data according to what is required on the Kalimasada website, such as the name of the reporter, the relationship between the reporter and the residents, attaching photos or documents as proof that the survey has been carried out, initial data status (whether they have population documents or not), and information.

**Table 1. Recap of KALIMASADA RT Target Data Percentage Achievements**

KECAMATAN	KELURAHAN		TARGET PADA AKUN RT KALIMASADA					CAPAIAN	TOTAL PENGOSSAN SUDAH UPDATE	TARGET PADA AKUN RT KALIMASADA						
			BELUM REKAM BARU/SUDAH SURVEY	BELUM MEMILIKI KIA	BELUM MEMILIKI AKTA KELAHIRAN	DIDUGA MENINGGAL	KAWIN BELUM TERCATAT			BELUM REKAM BARU/SUDAH SURVEY	BELUM MEMILIKI KIA	BELUM MEMILIKI AKTA KELAHIRAN	DIDUGA MENINGGAL	KAWIN TERC.		
PAKAL	<b>BABAT JERAWAT</b>															
	RW	RT														
	a	08 07	100%	100%	100%	100%	100%	100%	1	1	32	32	1	1	2	2
	b	10 03	100%	100%	100%	100%	100%	100%	4	4	12	12	2	2	1	1
	c	02 01	100%	100%	100%	100%	100%	100%	3	3	20	20	1	1	1	1
d	07 02	100%	100%	100%	100%	100%	100%	1	1	19	19	1	1	2	2	
PAKAL	<b>PAKAL</b>															
	RW	RT														
	a	06 03	100%	100%	100%	100%	100%	100%	4	4	43	43	1	1	1	1
	b	01 01	100%	100%	100%	100%	100%	100%	2	2	29	29	1	1	3	3
	c	04 04	100%	100%	100%	100%	100%	100%	1	1	36	36	2	2	2	2
d			#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!								
PAKAL	<b>BENOWO</b>															
	RW	RT														
	a	05 02	100%	100%	100%	100%	100%	100%	1	1	6	6	1	1	1	1
	b			#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!							
	c			#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!							
d			#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!								

source: Surabaya City Government, 2023

In the table, the achievements of each KALIMASADA pilot RT in Pakal District, which is divided into Pakal Village, Babat Jerawat Village, and Benowo Village, have been completed or 100%. So, it can be said to be optimal because the community has met the targets set in the population administration order.

From the results that have been found, it can be seen that KALIMASADA services can be carried out by picking up the ball by KALIMASADA officers who are

accompanied by the local Head of RT or the Great Surabaya Kader (Kader Surabaya Hebaat: KSH). When they came to the resident's house, the KALIMASADA officer explained the importance of population administration documents, provided several management requirements, and immediately submitted them to the KNG application. When the documents have been completed, the officer will send the documents via the citizen's WhatsApp. In this way, KALIMASADA officers can immediately update the citizen's data in the system. With this, the KALIMASADA program has made residents of Pakal District 100% orderly in population administration. Based on this, the KALIMASADA program can minimize the long time needed to process population documents. In this case, it appears that residents do not need to go all the way to the Pakal District Office to take care of their population administration documents because the officers have come to their homes. This is in accordance with research by Prameiswary and Tukiman (2023), which shows that in realizing an orderly population administration society through the KALIMASADA program in Genteng Kalianak sub-district, KALIMASADA officers were directly involved in mentoring from the Head of the RT or KSH by providing information about the importance of orderly population administration. Apart from that, it is also in accordance with research by Ningtyas and Umiyati (2023), which shows that the KALIMASADA program can make things easier and minimize costs because officers come directly to residents' homes or residents can come to the RW or RT hall.

### **Decision Alternatives**

In the process of making decisions, you are faced with several options that can be chosen to achieve the goals you have set. The alternative that best meets all the criteria and has the most minor risk to be implemented is the decision alternative. In this case, two measures shape the choice: practical choice and efficient choice (Siringoringo, 2005 in Valeryana, 2022).

Through the program KALIMASADA created by the Government, namely the Population and Civil Registration Service of the City of Surabaya, with completely digital services that can be accessed via the Klampid New Generation (KNG) website, with the aim of ensuring that the management of population documents can run effectively. Technology is the most important thing here in supporting the program KALIMASADA

effectively through the Klampid New Generation (KNG) website because services are carried out online and offline. With the KALIMASADA program, the public can process their population documents at the RW/RT Hall without spending long queues at the sub-district or sub-district. Regarding outreach regarding the KALIMASADA program, the Surabaya City Population and Civil Registration Department has made quite an effort, both directly and indirectly. However, from the facts that KALIMASADA officers encountered in the field, the majority of people in Pakal District still do not understand what the KALIMASADA program is. Many people still don't understand the status of their population documents. For example, they are still registered as married and have not been recorded on the Family Card, so here, KALIMASADA officers will explain the status that should be reported as married, as well as the requirements for updating the position on the Family Card. In this case, the KALIMASADA program has not been thoroughly socialized to the community. Therefore, the role of the Head of the KALIMASADA pilot RT in increasing optimization through outreach activities greatly influences the achievement of citizen awareness of the importance of orderly population administration. With the Kalimasada program, the community also seems quite enthusiastic, even though the decisions that have been implemented effectively still contain obstacles in the implementation process.

Alternative efficient decisions by the Surabaya City Population and Civil Registration Department regarding the KALIMASADA program, as well as the implementation of services that are easy to reach by visiting the RW/RT Hall in the KALIMASADA pilot RT or going directly to the local RT Head and also being able to organize population documents at the evening service held at the RW Hall/ RT every Tuesday and Thursday. Because it cannot be denied that many people still work from morning to evening, which means they don't have free time to take care of population documents. To meet service needs, the KALIMASADA program offers appropriate alternative service decisions, both online and offline. This program is considered an efficient activity because its implementation makes things very easy for the community. It can be concluded that the Surabaya City Population and Civil Registration Service Government has made alternative decisions efficiently from various aspects for the convenience of its people. Such as providing services at the RW/RT Hall, conducting

door-to-door surveys, or taking the ball to residents' homes. Or you can go directly to the Head of the KALIMASADA pilot RT, which can be done online or offline so that population administration services can run effectively and efficiently so that the optimization of the KALIMASADA program, which is the main objective in orderly Administering can be achieved.

From the results that have been found, it can be seen that with the KALIMASADA program, people can process their population documents at the RW/RT Hall every Tuesday and Thursday without having to spend long queues at the sub-district or sub-district. Socialization of the program has also been carried out by the Surabaya City Population and Civil Registration Department. However, there are still KALIMASADA officers who do not understand the program, and there are people who still do not have an orderly population administration. Based on this, the KALIMASADA program, Dispendukcakil Surabaya City, has offered appropriate alternative service decisions, both online and offline. This program is considered an activity that can run effectively and efficiently so that the optimization of the KALIMASADA program, which is the primary goal of orderly administration, can be achieved. This is in accordance with research by Ningtyas and Umiyati (2023), which shows that the KALIMASADA program can minimize time; there is no need to go very far to the sub-district. Apart from that, research by Aliatin and Rahmadanik (2023) shows that with the KALIMASADA program, services can run effectively and efficiently.

### **Resources That Are Limitations**

The availability of resources is a potential value in life, which can lead to an optimization process to maximize their use. Finance, labor, and infrastructure can be these resources (Siringoringo, 2005 in Valeryana,2022). Regarding financial resources, the Regional Government (Pemda) determines the budget allocated to each sub-district, especially for direct expenditure (BL). Meanwhile, the allocation of indirect payment (BTL) is based on the number of employees in the sub-district and the types of activities carried out in the sub-district.

Initially, all population administration services in the City of Surabaya were only centered at the District Office. However, as time passed, this system was considered less efficient because there was an imbalance between the high number of applications and

limited service personnel. This causes long queues and long waiting times for residents. Therefore, through the KALIMASADA program initiated by the government and through the KNG website, we can change the division of labor, which can be carried out jointly in sub-districts, RW/RT Halls, or through the Head of the KALIMASADA-initiated RT, so that population administration services become more effective and efficient. However, on the other hand, it can be seen from the officers in the Pakal District service that there are officers who are less skilled in carrying out the process of inputting population documents via KNG because they always delegate the work to colleagues and do not want to put in the effort first to try to process it. In the KALIMASADA program, the RT head is tasked with helping make citizen applications at KNG and reporting the work to officials at the Surabaya City Population and Civil Registration Department. In this case, the Surabaya City MSIB Dispendukcapil Internship students participated in monitoring and helping to submit applications for the KALIMASADA program so that the community in Pakal District could be surveyed and orderly in population administration.

The KALIMASADA program is a population administration service that, in this case, can be carried out online or offline, so several infrastructure resources must be considered in its implementation to be optimal. In this case, infrastructure in the form of the availability of RW/RT Halls in the KALIMASADA pilot RT to support optimal population administration services is one of the essential things that must be considered. The internet is also a supporting tool for online services carried out through the Klampid New Generation (KNG) website. The public can take care of population administration through the Klampid New Generation (KNG) application website. For those who do not have internet access, this can be done with the help of the Head of the KALIMASADA pioneering RT. Infrastructure resources are quite good because every KALIMASADA pilot neighborhood has a hall and adequate internet that can be used to provide Adminduk services.

From the results that have been found, it can be seen that the KALIMASADA program can make it easier for the community to manage population administration. This is supported by the existence of infrastructure, which is quite good because, in every KALIMASADA pilot RT, there is a Hall and adequate internet, which can be used to provide Adminduk services. Regarding financial resources, the Regional Government



(Pemda) has determined the budget allocated to each sub-district, especially for direct spending. However, this program still has obstacles related to the number of applications, which is relatively high, with a minimum number of officers and the lack of skills of officers regarding the submission of population administration documents, which causes long queues and long waiting times. In this way, the Head of the RT and the MSIB intern students helped the RW hall officers submit their population administration documents. Based on this, the KALIMASADA program, Dispendukcapil Surabaya City, has sufficient resources but is not yet optimal. This is not following research by Isti'annah and Arif (2023) that human resources are significant in the running of the KALIMASADA program to achieve the goal of creating an orderly area in terms of population administration by making it easier for the public to process population administration documents.

## **Conclusion**

Based on related research conducted optimization of the population administration awareness environmental area program (KALIMASADA) in Pakal District, it can be seen in the objective indicators that the KALIMASADA program, with services at RW/RT Halls, door-to-door, and pick-up and drop-off, has succeeded in minimizing the time and costs of processing population documents. Coordination between KALIMASADA officers, Kasipem, and RT Head is the key to optimizing services. Door-to-door surveys are also effective, as proven by achieving 100% orderly population administration in RT KALIMASADA. Then, the decision alternative indicator shows that in implementing the KALIMASADA program, the Surabaya City Population and Civil Registration Service Government has succeeded in presenting practical and efficient decision alternatives to improve population administration services. Using technology, especially the Klampid New Generation (KNG) website, and collaboration with RW/RT Hall officers and the head of the KALIMASADA pilot RT, this program ensures that the community can access services quickly, both online and offline. However, there are still officers who do not understand the KALIMASADA program and people who still do not understand the status of population documents. Apart from that, the limiting resource indicator shows that optimizing resources, especially finance, labor, and infrastructure, is the key to increasing the effectiveness and efficiency of these

services. Even though there are obstacles in sub-district budget allocations that do not always reflect actual needs, efforts to redistribute labor through the participation of RT Heads and MSIB student interns at the Surabaya City Population and Civil Registration Department have had a positive impact. However, challenges related to the skills of officers in Pakal District using the online system (KNG) also need to be considered. However, the availability of infrastructure, such as the RW/RT Hall and internet access, is quite good.

### **Suggestion**

Based on the results of the discussion and conclusions above, the researcher provides several suggestions, namely increasing socialization through direct meetings, brochures, and social media, to raise public awareness about the importance of this program. You can also consider training sessions or workshops for the community. Provide advanced training and technical guidance to officers so they can perform their duties more effectively. Ensure that each officer has adequate skills to improve service quality.

### **References**

- Ali, M. (2014). *Metodologi and Aplikasi Riset Pendidikan*. Jakarta : PT Bumi Aksara
- Agustino, L. (2008). *Politik dan Kebijakan Publik*, , Bandung : AIPI- PUSLIT KP2W LEMLIT UNPAD.
- Aliatin, N., and Rahmadanik, D. (2023). Efektivitas Pelayanan Administrasi Kependudukan Untuk Mengoptimalkan Program Kalimasada Melalui Aplikasi Klampid New Generation (KNG) Di Kelurahan Mulyorejo Kecamatan Mulyorejo Kota Surabaya. *Mufakat: Jurnal Ekonomi, Manajemen dan Akuntansi*, 2(2), 41-50.

- Boyd, S., Parikh, N., Chu, E., Peleato, B., and Eckstein, J. (2011). Distributed optimization and statistical learning via the alternating direction method of multipliers. *Foundations and Trends® in Machine learning*, 3(1), 1-122.
- Hidayat, E. S. (2019). Kinerja Pelayanan Birokrasi Dalam Mewujudkan Kepuasan Pelanggan. *Dinamika: Jurnal Ilmiah Ilmu Administrasi Negara*, 6(2).
- Iskandar, D. J. (2017). Menilik Kembali Makna Reformasi Birokrasi Publik Dalam Konteks Aktualisasi Semangat Pelayanan Publik Prima. *Jurnal Ilmu Politik Dan Komunikasi*, 5(01).
- Isti'annah, S. N., and Arif, L. (2023). Pendampingan Pelayanan Administrasi Kependudukan Dalam Rangka Optimalisasi Program Kalimasada Di Kelurahan Kendangsari. *KARYA: Jurnal Pengabdian Kepada Masyarakat*, 3(2), 293-298.
- Jenkinson, M., Bannister, P., Brady, M., and Smith, S. (2002). Improved optimization for brain image's robust and accurate linear registration and motion correction. *Neuroimage*, 17(2), 825-841.
- Kirkpatrick, S., Gelatt Jr, C. D., and Vecchi, M. P. (1983). Optimization by simulated annealing. *science*, 220(4598), 671-680.
- Ningtyas, P. C., and Umiyati, S. (2023). Inovasi Pelaksanaan Pelayanan Administrasi Kependudukan Melalui Program Kawasan Lingkungan Masyarakat Sadar Administrasi Kependudukan Dispendukcapil Kota Surabaya. *Innovative: Journal Of Social Science Research*, 3(5), 4382-4396.
- Prameiswary, A., and Tukiman, T. (2023). Mewujudkan Masyarakat Tertib Administrasi Kependudukan melalui Program Kalimasada di Kelurahan Genting Kalianak, Kota Surabaya. *Jurnal Ilmiah Wahana Pendidikan*, 9(20), 21-27.
- Purwanti, T. (2018). Implementasi Kebijakan Pemerintah Tentang Administrasi Kependudukan. *Mimbar: Jurnal Penelitian Sosial Dan Politik*, 7(1), 59-67.
- Putri, D. E. A., and Bataha, K. (2023). Efektivitas Pelayanan Administrasi Kependudukan Di Balai Rw (Studi Kasus Kelurahan Medokan Ayu). *PubBis: Jurnal Pemikiran dan Penelitian Administrasi Publik dan Administrasi Bisnis*, 7(2), 178-187.
- Rahman, F., and Purwati, E. (2023). Peran Birokrasi Dalam Meningkatkan Kualitas Layanan Front Office Di Masa Pandemi Covid-19 Pada Kantor Badan Kepegawaian Dan Pengembangan Sumber Daya Manusia Di Kota Palangka Raya. *Jurnal Sociopolitico*, 5(1), 1-7.

- Rifqi, M. K., and Ikaningtyas, M. (2023). Pendampingan Layanan Administrasi Kependudukan Dalam Rangka Optimalisasi Program Kawasan Lingkungan Sadar Administrasi Kependudukan (KALIMASADA) Pada Kelurahan Dukuh Sutorejo. *NUSANTARA Jurnal Pengabdian Kepada Masyarakat*, 3(3), 178-188.
- Rukayat, Y. (2017). Kualitas pelayanan publik bidang administrasi kependudukan di kecamatan pasirjambu. *Jurnal Ilmiah Magister Ilmu Administrasi*, 11(2).
- Maryam, N.S. (2016). Mewujudkan good governance melalui pelayanan publik. *JIPSI- Jurnal Ilmu Politik Dan Komunikasi UNIKOM*, Volume VI No. 1 / Juni 2016. Retrieved from <https://repository.unikom.ac.id/51314/1/1.neneng-siti-maryam-mewujudkan-good-governance-edited.pdf>
- Miles, M.B, Huberman, A.M, and Saldana, J. (2014). *Qualitative Data Analysis, A Methods Source book*, Edition 3. USA: Sage Publications. Terjemahan Tjetjep Rohindi Rohidi, UI-Press
- Siringoringo, H. (2005). *Seri Teknik Riset Operasional Pemrograman Linear*. Yogyakarta: Graha Ilmu. Graha Ilmu
- Storn, R., and Price, K. (1997). Differential evolution—a simple and efficient heuristic for global optimization over continuous spaces. *Journal of global optimization*, 11, 341-359.
- Suharyanti, N. P. N. (2020). Aspek Hukum Golongan Putih Dalam Pemilihan Umum. *Jurnal Akses*, 12(2), 141-150.
- Swastika, D., Susanto, S. N., and Juliani, H. (2022). Peran Ombudsman Republik Indonesia Perwakilan Provinsi Jawa Tengah dalam Penyelesaian Pengaduan Pelayanan Publik Bidang Pendidikan. *Administrative Law and Governance Journal*, 5(1), 21-38. Retrieved from <https://ejournal2.undip.ac.id/index.php/alj/article/view/14553>
- Valeryana, D.R.R. (2022). *Optimalisasi Program "Si Pahit" Dalam Pelayanan Administrasi Kependudukan Oleh Dinas Kependudukan Dan Pencatatan Sipil Kota Samarinda Provinsi Kalimantan Timur. Diploma Thesis, Institut Pemerintahan Dalam Negeri*. Retrieved from [http://eprints.ipdn.ac.id/view/creators/VALERYANA=3ADEVY\\_REZCHY\\_RADA=3A=3A.default.html](http://eprints.ipdn.ac.id/view/creators/VALERYANA=3ADEVY_REZCHY_RADA=3A=3A.default.html)

Wolpert, D. H., and Macready, W. G. (1997). No free lunch theorems for optimization. *IEEE transactions on evolutionary computation*, 1(1), 67-82.

Winardi. (2015). *Manajemen Perilaku Organisasi*. Jakarta. Prenada Media