

EFFECTIVENESS OF THE PRINTING SERVICE FOR TEKODESO (CAK NGATESO) APPLICATIONS IN BALONGBESUK VILLAGE

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Abstract. This study aims to analyze and describe the effectiveness of the Cetak Pengajuan Teko Deso (Cak Ngateso) service in Balongbesuk Village, Diwek Subdistrict, Jombang District. Cak Ngateso is a web-based administrative service innovation launched by the Population and Civil Registration Office of Jombang Regency since 2021, focusing on services such as Family Cards, birth certificates, and death certificates at the village level. This study employs a qualitative method with a case study approach. Data was collected through interviews, observations, and documentation, then analyzed using Richard M. Steers' organizational effectiveness model, which includes indicators of goal optimization, system perspective, and pressure on behavior. The research findings indicate that, overall, the Cak Ngateso service in Balongbesuk Village has been effective in facilitating residents in processing population documents without having to visit the Population and Civil Registration Office. This is evidenced by the increasing number of service users each year and the village apparatus's ability to operate the system. However, there are still technical challenges such as server disruptions and infrastructure limitations that can hinder the service process. This study recommends enhancing human resource capacity, improving technological infrastructure, and optimizing the system to ensure that Cak Ngateso's services can operate more stably and reach all villages in Jombang District.

Keywords: service effectiveness, Cak Ngateso, population administration

I. INTRODUCTION

Public services, according to Sinambela Pasolong, quoted from (Rahmadana et al., 2020), are defined as any activity or action carried out by the government for the community that aims to provide benefits to a group or entity, as well as offering satisfaction to service recipients, even though the results are not in the form of physical products. The government plays a role in providing quality public services to the community based on and guided by the principles and governance outlined in the Law Number 25 of 2009 on Public Services, which states that public services are actions or a series of actions aimed at fulfilling service needs in accordance with regulations for every citizen and resident regarding goods, services, and/or administrative services provided by public service providers.

According to (Hendrayady et al., 2023), service quality is a good indicator of whether the level of service offered and provided by the government meets public expectations or not. Other experts, Albrecht et al. (in Tanjung et al., 2022:115), explain that the quality of public services stems from the interaction between the service system, service personnel, the service strategies implemented, and the service recipients, the methods of service delivery, and the service management institutions. Currently, the quality of public services in Indonesia is still unable to optimally meet public satisfaction levels (Rahmawati & Fanida, 2021). This situation is caused by the frequent complaints from the public regarding public

services provided by the government. The public's dissatisfaction with poor public service quality is evident from the numerous complaints submitted to the Ombudsman of the Republic of Indonesia. The Ombudsman of the Republic of Indonesia is a government institution with the authority to oversee the provision of public services. The Ombudsman of the Republic of Indonesia has the primary role of examining reports of alleged maladministration in the implementation of public services and providing recommendations to the reported parties. The establishment of the Ombudsman of the Republic of Indonesia is also reinforced by Law No. 25 of 2009 on Public Services, which further emphasizes the Ombudsman's duties, authority, and role in overseeing public services. The establishment of the Ombudsman of the Republic of Indonesia is also strengthened by Law No. 25 of 2009 on Public Services, which further emphasizes the Ombudsman's duties, authority, and role in overseeing public services.

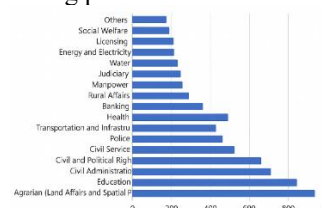


Figure 1. Number of Public Reports Based on Report Substance

(Source: Indonesian Ombudsman Quarterly Report 3, 2024)

Based on the data in Table 1.1, it is known that the substance of population administration ranks third out of a total of 41 reports received. This condition shows that the level of public satisfaction with population administration services is still relatively low. Population administration management plays a crucial role for the public, as it involves population data that must be maintained and updated by the public (Pitaloka & Novaria, 2024). Population administration services are complex in nature, encompassing the organisation and regulation of the issuance of documents and population data through activities such as population registration, civil registration, management of population administration information, and the utilisation of its results to support public services and various other sectors of development (Pratama & Fanida, 2020). One of the most fundamental and important population documents that a resident must possess is a Birth Certificate. According to Articles 5 and 27 of Law Number 23 of 2002 on Child Protection, every child has the right to a name as an identity and citizenship status, which is documented in a birth certificate. In addition to birth certificates, other important population documents include death certificates and Family Cards. However, the provision of services still relies on manual processes, leading to long queues, inefficient service times, and inconvenience for the public when handling documents such as Family Cards and birth certificates.

Therefore, currently, demands for innovation in the public sector in the era of bureaucratic reform, both at the central and regional government levels, have been widely implemented. Innovation has become an important aspect that influences the development of an organisation (Melinda & Ichsan Kabullah, 2020). On the other hand, innovation is a form of creativity in the discovery and implementation of new ideas to create goods or services that have benefits (Cahyaningrum & Ardhian Nugroho, 2020). From these definitions, it can be concluded that public innovation is a form of creativity or renewal that is expected to provide benefits for users and service recipients. Therefore, the implementation of innovation, both at the central and regional levels, is necessary to ensure that public services are delivered in accordance with the needs and demands of the community. One example is the development of administrative innovation in population management, which is now not only implemented at the district or city level but has also reached the sub-district and village levels.

The Cak Ngateso Service Innovation is a new innovation in online population administration services introduced by the Population and Civil Registration Office of Jombang District. The Cak Ngateso innovation is an abbreviation for 'Cetak Pengajuan Teko Deso' (Print Application for Village Matters). The Cak Ngateso innovation has been implemented since 2021, based on Jombang Regent Regulation Number 109 of 2023 regarding Guidelines for the Implementation of Regional Innovations. Essentially, the Cak Ngateso service focuses on providing population administration services for village residents, covering two types of services: applications for Family Cards

(lost/damaged/additional family members) and Certificates (birth/death).

The Cak Ngateso service is specifically designed for selected villages in Jombang Regency. One of them is Balongbesuk Village, designated as a pilot village, and will eventually be implemented across all villages in Jombang District. The selection of Megaluh Village was directly made by the Population and Civil Registration Office of Jombang District because the village meets the criteria as a pilot village for the implementation of the Cak Ngateso service.

The purpose of the Cak Ngateso service is to simplify public services for residents, who no longer need to handle population administration matters at the sub-district office or the Population and Civil Registration Office of Jombang Regency. Residents only need to visit the village office to access public services that are closer, more accessible, and more efficient in terms of time and cost. This was emphasised by Mrs. Hesti Hermawati, Head of the Population Administration Information Management Division, who explained that:

"At the beginning of the implementation of Cak Ngateso, only (Family Cards) were expected to help the services at population and civil registration office population and civil registration office, and only one or two villages per sub-district were used as pilot villages because the implementation required sufficient human resources and facilities and infrastructure such as printers and computers that meet the requirements, as population and civil registration office population and civil registration office does not provide these facilities" (Interview on 6 February 2025)

One of them is in Diwek Subdistrict, namely Balongbesuk Village, which has been designated as a model village that will later be implemented in all villages in the Jombang Regency area in the future. Balongbesuk Village was directly selected by the Jombang Regency Population and Civil Registration Office because it is one of the villages that meets the criteria to be a model village for the implementation of the Cak Ngateso service. Diwek Sub-district has the second-largest population in Jombang Regency after Jombang Sub-district, while Balongbesuk Village itself has a population of 5,120 people in 2023 (jombangkab.bps.go.id, 2023). With such a large population, the community's need for administrative services related to civil registration has become increasingly high. Therefore, the implementation of the Cak Ngateso programme in Balongbesuk Village is highly relevant and strategic for bringing public services closer to the community, expediting the processing of civil registration documents, and reducing the burden on the community in accessing services up to the district level.

Based on the data above, initially in 2021, Cak Ngateso services were only intended for KK (Family Cards). Over time, Cak Ngateso services were expanded to include Birth Certificates and Death Certificates. In Balongbesuk

Village, the use of Cak Ngateso services has increased because the services are only available at the village level, so people do not need to go to the Dispendukcapil. The challenges faced in implementing the Cak Ngateso programme include inadequate infrastructure, such as system disruptions (server downtime) or errors. This is because the Cak Ngateso service uses an online system or website that can only be accessed by village devices, as the system is integrated with the Population and Civil Registration Administration of Jombang District. This situation causes service completion times to be longer, and may even be delayed.

Table 1 List of uses of Cak Ngateso Balongbesuk Village

Number	Types of Services	Year 2021	Year 2022	Year 2023	Year 2024	Year 2025 (January – February)
1	(Family Card)	18	36	48	56	9
2	Birth Certificate	-	-	8	35	4
3	Death Certificate	-	-	4	20	6

(Source: Data from the Balongbesuk Village Administration, Diwek Subdistrict, Jombang Regency, 2025)

However, proper infrastructure planning has a significant positive impact on the effective and efficient management of the public sector. This was emphasised by Mrs. Siti Nur Afifah in an interview, who clarified this by stating that:

‘The Cak Ngateso system can only be accessed by the Dispenduk server. If the server is down, we automatically cannot access it. If the server is down, we cannot process applications through Cak Ngateso and have to wait until the server is back up again.’ (Interview on 3 February 2025)

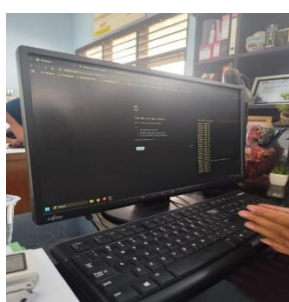


Figure 1 Server Down Cak Ngateso in Balongbesuk Village (Personal documentation)

Therefore, if this problem is not addressed immediately, public services to the community will become slow and their quality may decline. Based on these conditions, the author wishes to conduct further research on the title. "The Effectiveness of Services (CAK NGATESO) in Printing Teko Deso Applications in Balung Besuk Village

II. RESEARCH METHODS

This study uses a qualitative research method with a case study approach. This study utilises primary data sources collected through direct interviews with research informants. In addition, this study also uses secondary data from other sources, such as published reports, journal articles, online media news, regulations, or laws. This study utilises various data collection techniques, including observation, interviews, and documentation. The data analysis techniques used in this study include data reduction, data presentation, and conclusion drawing. The informants in this study are the Head of the Population Administration Information Management Division; Expert Programmer; and the Secretary and Operator of Balongbesuk Village as managers in Cak Ngateso. The Balongbesuk Village community as users of Cak Ngateso This study focuses on the effectiveness of Cak Ngateso (Cetak Pengajuan Teko Deso) services in Balongbesuk Village, referring to Richard M. Steers' 1985 theory of effectiveness.

III. RESULTS AND DISCUSSION

The Cak Ngateso programme is an innovation created by the Population and Civil Registration Office of Jombang Regency as the implementing agency. This Cak Ngateso innovation was officially launched in 2021. The purpose of this innovation is to improve administrative services for the population in village governments. The Cak Ngateso Programme provides access for all residents of Jombang Regency to obtain administrative services related to population records, including Family Cards (KK), Birth Certificates, and Death Certificates, which can be accessed at the village level. This study focuses on Balongbesuk Village in Diwek District, specifically on the implementation of the Cak Ngateso innovation since its official launch in 2021 until July 2025. The study compiled the total number of requests for civil administration services through the Cak Ngateso programme in Balongbesuk Village, amounting to 244 documents. (Adminduk) Population Administration, with the following breakdown: 18 documents in 2021; 36 documents in 2022; 60 documents in 2023; 111 documents in 2024; and 19 documents in 2025. Therefore, the effectiveness of the Cak Ngateso (Printing of Village Application Forms) service in Balongbesuk Village can be measured using Richard M. Steers' 1985 theory of effectiveness, which consists of 1) Optimisation of Objectives, 2) System Preferences, and 3) Pressure on Behaviour.

1. Optimisation of Objectives

In terms of optimisation, the overall effort to achieve objectives should be viewed as a process. Therefore, in order to ensure the achievement of the final objective, it is necessary to establish stages, both in terms of achieving the individual parts and in terms of periodicity. Empowerment is part of the development paradigm that focuses on all the fundamental aspects of human beings in their environment, ranging from intellectual aspects (Human Resources), material and physical aspects, to managerial aspects (Pertiwi et al., 2021). In the context of this discussion, the aim is to determine whether the online services provided through the Cak Ngateso application have been achieved in accordance with their objectives or not.

In terms of optimising objectives, the overall effort to achieve objectives must be viewed as a process. Therefore, to ensure the achievement of the final objective, it is necessary to have stages both in the achievement of its components and in its periodicity. Empowerment is part of a development paradigm that focuses attention on all the fundamental aspects of humans in their environment, ranging from intellectual aspects (human resources), material and physical aspects, to managerial aspects (Pertiwi et al., 2021). In the context of this discussion, the aim is to determine whether the online services provided through the Cak Ngateso application have been achieved in accordance with their objectives or not.

In order to achieve good governance and utilise advancing technology, Jombang Regency, through the Population and Civil Registration Office, has launched the Cak Ngateso (Cetak Pengajuan Teko Deso) programme. With the Cak Ngateso application, residents no longer need to submit administrative requests for civil registration to the Population and Civil Registration Office; they can do so at the village office. This significantly saves time for residents who are farmers or have jobs that cannot be left unattended. According to Richard M. Steers, optimising objectives requires evaluating the efforts already made as part of the process. In the Cak Ngateso application, the government has made efforts to address the prolonged queues at the Dispendukcapil office. With the Cak Ngateso application, applicants only need to visit the village office to submit their applications. The objective of the Cak Ngateso application is to expedite the administrative services required by the community. Manual services take several days, whereas using the Cak Ngateso application only requires 3-5 days from the time the applicant submits the application until the document is printed. However, out of the 302 villages in Jombang District, only 168 villages have implemented the Cak Ngateso application. This is due to the limited budget of the Population and Civil Registration Office, and there are still some issues with the application, although rare, that need to be addressed promptly for improvements.

2. System Preferences

According to Richard M. Steers, the System Perspective focuses on measuring the level of an organisation's ability to socialise, develop consensus and communicate with various other organisations. Socialisation is a process through which humans learn to interact with others, how to act, think, and feel, all of which are essential components for achieving effective social participation within a community. This socialisation method facilitates the provision of public services (Ediwijoyo et al., 2020). The Village Government is the lowest level of government institution. According to Ministry of Home Affairs Regulation No. 84 of 2015, the Village Government manages government affairs and the interests of the local community within the system of the Unitary State of the Republic of Indonesia (Yunita et al., 2022).

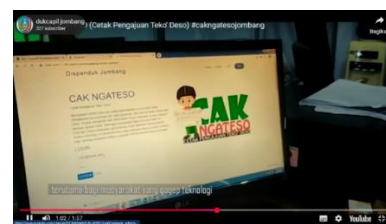


Figure 2. Socialisation Conducted by the Population and Civil Registration Office of Jombang Regency through the Mass Media

In Cak Ngateso, this aligns with the System Perspective focus, as seen in the socialisation efforts and the smooth collaboration between the Population and Civil Registration Office and the Village Government and local RT/RW. Socialisation is crucial in ongoing public services to accelerate service delivery (Rahmat & Pasciana, 2023). According to Charlotte Buhler, socialisation is a process that helps individuals learn and adapt to how their group lives and thinks so that they can play a role and function within their group. Cak Ngateso socialisation is carried out so that the people of Jombang Regency can adapt to the shift in administrative affairs, namely family cards, death certificates, and birth certificates, which can now be processed at the village level. The presence of Cak Ngateso will help the community learn and adapt to public services with the village system as the primary provider of public services. The socialisation conducted by the village government will modernise bureaucratic management, ensuring that all residents receive equitable services (Supriyanto & Fitria, 2022).

3. Pressure on Behaviour.

The government is striving to improve services to the public and reform government administration to focus on public service functions. This effort should be prioritised or initiated at the grassroots level, specifically at the village/sub-district government level, as villages/sub-districts are the closest and most accessible public services and serve as the frontline in delivering public services (Samsudin, 2021). E-government is one of the information technologies that plays a significant role in the Indonesian government's delivery of public services. As an adaptation to global changes and developments in information technology, it has solidified the Indonesian government's commitment to creating a digital system that will assist and facilitate governance in the future. Previously, Presidential Instruction No. 3 of 2003 on National Policies and Strategies for E-Government Development was issued, which also explained the implementation of e-government in state administration, serving as evidence of the Indonesian government's efforts to improve the quality of public services through the application of e-government (P. A. Lestari & Tasyah, 2021).

Village governments are at the forefront of public service delivery, and there are various factors involved in providing effective and efficient public services. One of these is through training before a programme or application is launched to the public, so that any shortcomings can be identified and addressed promptly (Pengestuti & Husniaty,

2021). According to Richard M. Steers, behavioural pressure is defined as a measure of how well an organisation can adapt to its environment. In the Cak Ngateso application, behavioural pressure includes training for village officials, which helps them understand the latest technologies and innovations. The success of an application depends on various factors, one of which is the ability of village officials to use the application (Ayu et al., 2022).



Figure 3. Technical Guidance by the Population and Civil Registry Office of Jombang Regency

Source: Population and Civil Registration Office of Jombang Regency, 2025

The Cak Ngateso application training is used as a learning process so that village officials gain knowledge about the application they will use, thereby preventing misunderstandings when the community asks questions or does not fully understand the application. The Population and Civil Registration Office of Jombang Regency provides facilities and infrastructure, such as conducting training for village officials before introducing the Cak Ngateso application to village officials, so that when it is launched among the community, there will be no obstacles. However, in this criterion, village officials complained about obstacles, namely the server suddenly malfunctioning in providing services.

IV. CONCLUSIONS

Based on the results of research on the effectiveness of the Cak Ngateso service in Balongbesuk Village, Diwek District, Jombang Regency, it can be concluded that the implementation of the Cak Ngateso programme has generally been effective in facilitating the community in processing administrative documents, such as family cards, birth certificates, and death certificates, without having to visit the Population and Civil Registration Office. This effectiveness is evident from the increasing number of service users each year since the programme was implemented. Village officials have also been able to operate the system effectively and adapt to the transition from a manual system to an electronic-based system, supported by training from the Population and Civil Registration Office. However, there are still technical challenges that remain major obstacles, such as server downtime. Based on Richard M. Steers' theory of effectiveness, the indicators of goal optimisation, system perspective, and behavioural pressure

have been sufficiently met, but system reliability and infrastructure stability still need to be improved. Therefore, the development of the Cak Ngateso programme needs to be carried out continuously by improving the quality of technology, expanding the scope of services to all villages in Jombang District, and strengthening human resource capacity so that public services become faster, easier, and more equitable.

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