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Passport Service Innovation Through the "Jemput Bola Berbasis HAM" Program by Immigration Office Class 1 TPI Pekanbaru

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Article Info

Abstract: Immigration Office Class 1 TPI Pekanbaru initiated several innovations in passport services, including the Jemput Bola Berbasis Hak Asasi Manusia program, abbreviated Jempol HAM. This innovation has been implemented since 2021. It aims to help vulnerable groups such as people with disabilities, older, and sick people process passports so that they do not need to visit the immigration office because officers will come to their homes. This research was carried out to measure the implementation of the Jempol HAM passport service innovation by the Immigration Office Class 1 TPI Pekanbaru. Rogers' innovation attributes are used as an analytical tool in answering the problems in this research, namely relative advantages, compatibility, complexity, trialability, and observability. The qualitative research method with case study research type is the method that will be used in this research. The research results show that the Jempol HAM passport service innovation has been implemented well and provides convenience for vulnerable communities. Rogers' five innovation attributes are included in implementing the Jempol HAM innovation. This can be seen from the perceived benefits regarding time efficiency and the needs of vulnerable groups in Pekanbaru City regarding immigration services.

INTRODUCTION

Public services are a measure of the success of government performance. The quality of public services that gets better over time must be realized to meet the community's needs (Daryanti, Astuti, Kismartini, Inovasi, & Bangunan, 2022). Public service is an obligation that the government must carry out, and for the community, public service is a right that must be obtained. That is why the government is obliged and responsible to fulfill public rights so that the public can experience excellent and professional public services (Hafid Risalbi, Cikusin, & Hayat, 2021). Breakthrough innovation is necessary to realize community welfare, especially in public services (Wulandari, Suranto, & Priyo Purnomo, 2019). The government must carry out various forms of change, and innovation is seen as a model for a new approach expected

to improve the quality of public services the government provides. Improvements in public services must be implemented in response to various public complaints regarding negative public services, such as being slow and poorly structured (Salam, 2021). Innovation has become an exciting discussion material for academics, governments, practitioners, and society worldwide. And initially, innovation was carried out by the private sector or business. However, in its development, innovation was ultimately used by the public sector as a way out of existing problems (Valkama, Bailey, & Anttiroiko, 2013). Innovation in the public sector is very urgent to be implemented to improve the quality of public services provided to the community. Innovation in the public sector is often associated with transformations initiated by the government and is known as the concept of new public management (NPM) (Pollitt & Bouckaert, 2011; Sørensen & Torfing, 2012). In line with the statement above, a responsible and responsive government is expected to support the community to obtain equal human rights, welfare, stable economic conditions, improved health conditions, and their right to receive quality public services (Sudirman & Saidin, 2022).

Public sector innovation is a relatively new concept in Indonesia. The emergence of innovation in the public sector in Indonesia was marked by a renewal in the service sector, which was initiated by the Government of Sragen Regency, Central Java Province, in 2001(Widiyahseno, 2016), next by the Jembrana Regency Government, Bali Province, in 2004-2005 (Lendong, 2010). However, the term innovation in Indonesia in early 2000 was still less popular than New Public Management (NPM). NPM is a concept put forward and used by most academics to improve or improve public services in Indonesia (Asmara & Rahayu, 2019). Innovation is a process or development of a previously existing product so that the product has added value and increases its efficiency and effectiveness. Increasingly developing science, increasingly advanced technology, and increasingly tight and open global competition certainly influence the creation of innovation in the public service sector, especially in the provision of public services in Indonesia (Yanuar, 2019).

Innovation in the public sector must have benefits for various sectors, both economic and social, for the people who are service users (Fuglsang & Pedersen, 2011). In other words, public service innovation is produced by public sector organizations and can be utilized by the general public as users. Through the Ministry of State Apparatus Empowerment and Bureaucratic Reform, the government has initiated a policy called One Agency, One Innovation, or what is interpreted as one institution, one Innovation. With the policies that have been made, it is hoped that ministries, non-ministerial government institutions, and even regional governments will compete with each other to create innovations in public services, which are expected to provide convenience in these services. (Aldiansyah & Winarsih, 2022).

Innovations in the public service sector that are often found and are the focus of research are innovations in services in processing passports at the Immigration Office, such as the passport services innovation through the Jemput Bola Berbasis Hak Asasi Manusia (HAM) program, hereinafter abbreviated Jempol HAM. This innovation has been implemented since 2021 and was initiated by the Immigration Office Class 1 TPI Pekanbaru for vulnerable groups such as those sick and unable to come to the immigration office, people with disabilities, and older people over 65. If they meet the criteria above, people can directly contact the call center provided, and officers will come to their homes. The background to the creation of this innovation is that there are still many immigration services, especially passport processing, that are not guided by human rights principles. This is proven by several service counters at the Immigration Office Class 1 TPI Pekanbaru, which do not yet provide facilities and infrastructure for people with disabilities and older people. In contrast, the Immigration Office Class 1 TPI Pekanbaru still equates services for people with special needs with normal society. Apart from that, the aim of creating this innovation is to make it easier for vulnerable groups in Pekanbaru City to obtain passports.

Meanwhile, the basic rules related to the Jempol HAM innovation are the Decree of the Head of the Immigration Office Class 1 TPI Pekanbaru Number: W4.IMI.IMI.1-1011-KP.04.01 of 2021 concerning the Formation of an Effective Team for Jempol HAM Services (Jemput Bola Berbasis Hak Asasi Manusia) in the Imigration Office Class 1 TPI Pekanbaru Environment. After approximately one year of implementation, the Jempol HAM service still needs to improve; the first is that disseminating information about the Jempol HAM service is still limited to social media. Information about Jempol HAM innovations must be published on various portals so the public can access it. The second is organizational commitment, which is felt to

need improvement. This can be seen from the inadequate budget support, facilities and infrastructure in implementing the Jempol HAM service. Thirdly, the response from the Immigration Office Class 1 TPI Pekanbaru, which still seems slow in fulfilling the public's demand for Jempol HAM services. This research was carried out to measure the implementation of Jempol HAM innovations by Immigration Office Class 1 TPI Pekanbaru.

The references used as the basis for looking at research that has been previously carried out come from various accredited journal articles, both national and international. In addition, these articles are analyzed to see the state of the art of the research to be conducted. The first research used as a reference came from Handrisal, Nazaki and Hafiz. This research analyses the success factors of passport service innovation by utilizing the APAPO application at the Immigration Office Class 1 Tanjungpinang (Handrisal, Nazaki, & Hafiz, 2021). According to Rogers, this research uses innovation indicators as an analysis tool. The results of the study show that innovation in APAPO application services at the Tanjungpinang Class 1 Immigration office has been quite successful, but of the four innovation indicators used, including innovation characteristics, communication channels, efforts from agents and social systems, two of them are communication channels and efforts from agents not working optimally.

The following research still uses the Immigration Office as the research location. This research examines how the Immigration Office Class II Non-TPI Kediri implements digital-based public service innovations (Polanunu & Rijal, 2021). The results showed several innovations in the service sector implemented by the Kediri Immigration Office. These innovations include online passport queue applications, WhatsApp Gateway, no-drop service, eazy passport, and human rights-friendly bus stops. This is a form of realization of the slogan of the Immigration Office Class II Non-TPI Kediri; namely, I'm Redi Dinanti, as the realization of good governance. Another research theme is about innovation in population administration services, which focuses on implementing innovations in the Gesit, Aktif, Merakyat Public Service Program of the Malang City Population and Civil Registration Service (Gampil). (Pebriani & Rohman, 2019). The method used in this research is qualitative. The results of this research are that the implementation of the Gesit, Aktif, Merakyat Public Service Innovation Program for the Malang City Population and Civil Registry Service (GAMPIL) has simplified the long bureaucratic chain by cutting requirements and procedures in service through ratifying Service Operational Standards through three innovations. Namely, Paket Hemat (PaHe), Pick-up and Drop-off Method and Mobile e-KTP Recording.

The latest research reviewed was motivated by the low awareness of the people of Sleman Regency regarding population administration in the field of death. When a death occurs, the community does not want to report it to the relevant parties, so the population data in the database does not match the total number of people in the field. Since Lukadesi's innovation was initiated, the people of Sleman Regency have become very participatory. It can be interpreted that this innovation has succeeded in raising awareness of public administration in the field of death registration, which reached 90% so that the Sleman Regency Population and Civil Registration Service database has become more accurate than before the Lukadesi innovation (H. Setiawan & Ikhsanditya, 2020).

Based on several reviews of the articles above, it can be stated that the research " Passport Service Innovation Through the "Jemput Bola Berbasis HAM" Program by Immigration Office Class 1 TPI Pekanbaru" has several differences from similar research that has previously been carried out and makes it a State of the Art which include:

1. Many previous studies have focused on innovation in immigration offices related to the online passport queue registration application (APAPO).
2. There still needs to be more research that tries to raise the issue of human rights-based services.

Meanwhile, researchers are trying to measure the implementation of a Jemput Bola Berbasis HAM (Jempol HAM) passport service innovation, which, over the past year or so, has been able to be utilized by vulnerable groups in Pekanbaru City. This innovation is expected to meet the availability of special services, in this case, processing passports for vulnerable groups, namely users or applicants with special needs, such as people with disabilities, the elderly and sick people. Because this research focuses on service innovation created by the Immigration Office, researchers use several indicators from innovation theory as analytical tools to answer problems related to the innovation being implemented. Innovation in public services is defined as a new type of service, whether from original creative ideas and

adaptations or modifications that can benefit society in general. (Hutagalung & Hermawan, 2018).

Innovations in their implementation have attributes or characteristics that can be used as indicators to measure the extent of success of an innovation. Rogers divided the attributes or characteristics of innovation, which are also the tools of analysis that will be used in this research (Maysara & Asari, 2021). These indicators include relative advantage, compability, complexity, trialability and observability.

RESEARCH METHOD

Qualitative research methods were used in carrying out this research. The qualitative research method is a process used to provide an understanding of the problems around humans or social problems by creating a comprehensive and complex view formed in words, reporting detailed pictures obtained from trusted sources, and carried out in a natural setting (Walidin, Saifullah, & Tabrani, 2015). Basrowi and Suwandi believe that by implementing qualitative research methods, researchers can understand the subject and feel what the subject experiences in everyday life (Basrowi & Suwandi, 2009). Meanwhile, case studies are the type of research used in this research. This type of case study research is a study that explores a problem within very detailed boundaries, using in-depth data collection techniques and providing many sources of information. An In-depth case study is a comprehensive, intensive, explicit and close model and is more directed as an effort to discuss actual problems or phenomena (Murdiyanto, 2020). With qualitative research methods and case study research types, the data collection techniques are interviews, observation and documentation.

Initially, researchers will try to understand the phenomena related to the Jemput Bola Berbasis Hak Asasi Manusia (Jempol HAM) passport service innovation at the Immigration Office Class 1 TPI Pekanbaru. Simultaneously with understanding the problem, researchers also began collecting primary and secondary data and information that could be obtained through print and electronic media, which was able to describe the issues that occurred in implementing the Jempol HAM service innovation. Pre-research was also carried out at the Immigration Office Class 1 TPI Pekanbaru on Jalan Teratai number 87, Karam Island, Sukajadi District, Pekanbaru CityDetermining key informants and additional informants was carried out using side purposive techniques. The purposive sampling technique is a non-random sampling technique where the researcher will determine the identity that suits the research objectives so that it can be used to respond to research cases (Ika, 2021). After determining the key and additional informants, the researcher began to prepare a collection of questions. A group of questions is arranged per indicator of the concept to be used, namely the innovation concept initiated by Rogers. The researcher will conduct interviews with each key informant and additional informants as soon as the interview list is completed. Apart from interviews, data collection was also carried out using observation techniques. Observation is a structured way of observing human activities, where these activities occur continuously so that they produce facts that are useful in research (Hasanah, 2016).

RESULT AND DICUSSION

Implementing the Jemput Bola Berbasis Hak Asasi Manusia (Jempol HAM) service innovation will be studied from the perspective of Rogers-initiated innovation. The five characteristics of innovation proposed by Rogers are an inseparable part of the context of service innovation. According to Rogers, the use of innovation attributes is deemed appropriate for analyzing the Jempol HAM passport service because these five attributes will explain in detail the implementation of the Jempol HAM passport service innovation in terms of the community and government involved in the innovation.

1. Relative Advantage

According to Everett M. Rogers, the innovation initiated must have advantages compared to innovations that have been created previously (Melinda, Syamsurizaldi, & Kabullah, 2020). The added value or superiority in innovation will show whether the existing innovation is recognized as better than the situation before the innovation or vice versa; the previous innovation is better (Daryanti et al., 2022). The Jempol HAM service innovation is an upgrade

from the previous innovation called the Layanan Antar Paspor Disabilitas (LAPIS). This last innovation was a program where, when collecting passports that had been completed, people with disabilities only needed to wait for officers to deliver them to their homes. The immigration officer will deliver the passport directly to the person's home, and the delivery process is free of charge. So, in this LAPIS innovation, people with disabilities still come to the immigration process through a series of passport application processes. Because the emphasis on this innovation is only on the delivery of completed passports. The Immigration Office Class 1 TPI Pekanbaru feels the need to improve services in the form of "jemput bola", especially for vulnerable groups such as the elderly, disabled and sick people. That's why an innovation called the Jemput Bola Berbasis Hak Asasi Manusia (Jempol HAM) was initiated.

Jempol HAM is one of the innovations in the form of change action initiated by the Immigration Office Class 1 TPI Pekanbaru. Jempol HAM's service innovation has novelty value in the form of services that were previously carried out manually, such as the usual passport processing service where people come directly to the Immigration Office to process their passports. This innovation was created to make public services, especially passport processing services, of better quality. Hopefully, this innovation will provide convenience and comfort for users, especially vulnerable groups. This Jempol HAM service innovation is intended for vulnerable groups such as sick applicants, people with disabilities and those over 65. Those who meet the criteria above and have registered only need to wait for officers to come to the location where the applicant is. There are no additional fees for applicants who use the Jempol HAM service. The only costs incurred are passport fees, which are included in Non-Tax State Revenue. To use this service, people can apply via the Pekanbaru Immigration Office Call Center. The Immigration Office Class 1 TPI Pekanbaru realizes that the Jempol HAM service innovation is one of their efforts to give vulnerable groups the same rights as other ordinary people regarding higher quality immigration services. Thus, the efforts made by the Immigration Office Class 1 TPI Pekanbaru created the Jempol HAM innovation as an answer to assist vulnerable groups in processing passports without having to come directly to the office concerned so that the need for passport ownership can be fulfilled in terms of time and energy efficiency.

2. Compability

The innovation implemented is compatible, which means that the novelty created is by the values and norms in an environment, the innovation is by experience, and the innovation is by the needs of the individual who uses it (Saharuddin & Suryani, 2020). It can be used as an example; if a particular novelty or new idea is different from the values and norms applied, then the innovation will not be able to be used as quickly as with appropriate innovations (A. Setiawan & Ikbal, 2019). Implementing the Jempol HAM service innovation is in sync with the values and norms in the Pekanbaru City community. When the COVID-19 pandemic emerged, it impacted changing work models in all parts of the world, which affected immigration services so that community activities were limited to gathering in one place, including government offices. Moreover, there is a policy of prioritizing Human Rights services for vulnerable groups of people, namely people with disabilities, the elderly, sick people, pregnant women and children under five years old, thus encouraging the ranks of the Immigration Office Class 1 TPI Pekanbaru to think hard about finding solutions to improve Immigration services for these vulnerable communities. So the Jemput Bola Berbasis Hak Asasi Manusia (Jempol HAM) passport service innovation was created, which, of course, has a service flow that is easy, fast and easy to understand. This means that between innovation and what people with disabilities, sick people, pregnant women and others want, there is a high level of compatibility. Implementing the Jempol HAM service innovation among the people of Pekanbaru City proves this. This means that the Jempol HAM service innovation answers the wishes of vulnerable communities who still have to make passports for their needs.

3. Complexity

Complexity is the level of complexity in interpreting and utilizing innovation for individuals. An innovation that is easy to understand by recipients will be more readily accepted and disseminated. In contrast, when an innovation is complex for individuals to understand, it will be easier and faster in the dissemination process (Makhnunah & Rodiyah, 2021). Due to its novel nature, the difficulty in using innovation can be more complicated than existing

innovations. However, the complexity is sometimes overlooked with the application of new techniques. Several innovations created are generally intended to provide convenience (Suhaeman, Haerana, & Riskasari, 2022). The complexity referred to concerns mechanisms, procedures, or service procedures. The use of the Jempol HAM passport service innovation by vulnerable groups such as people with disabilities, the elderly, sick people, pregnant women, and toddlers, there are no difficulties experienced, whether related to mechanisms, methods or procedures, because in introducing the Jempol HAM passport service innovation, which is still relatively new, The Immigration Office Class 1 TPI Pekanbaru is making various efforts so that this innovation can be known and can be used directly by the public. Information regarding the mechanism for obtaining Jempol HAM passport processing services, apart from being available at the Immigration Office Class 1 TPI Pekanbaru, information regarding this innovation can be accessed via the website or social media owned by the immigration office. The public will find it easier to find information regarding mechanisms, methods, or procedures that must be carried out. The mechanisms, methods, and procedures related to the Jempol HAM passport service are also straightforward so that people will easily understand and understand the mechanisms, methods, and procedures they will face when they want to take advantage of this innovation. An innovation will be considered successful if it provides benefits and convenience for the community as the recipient. The easier the innovation is to use or operate, the more people will be interested in using the innovation.

4. Trialability

The possibility of being tried is related to whether users can try an innovation. This means that an innovation should be able to demonstrate its superiority to be quickly adopted (Musabry, Burhanuddin, & Haerana, 2021). Users will accept innovations if they have been tested and have more value compared to old innovations. So, an innovative product must first go through a public testing phase, where everyone has the right to have the opportunity to test the quality level of an innovation that has been created (Syaifulloh & Nugroho, 2020). Before being introduced to the public, a trial of the Jempol HAM service innovation was carried out first by the the Immigration Office Class 1 TPI Pekanbaru. Testing and evaluation activities have been carried out and followed up with improvement efforts. The Jempol HAM service trial was carried out to assess whether the innovation could be implemented and utilized by people in need. Apart from carrying out trials before being introduced, staff at the Immigration Office Class 1 TPI Pekanbaru held coordination meetings between sectors and influential team members to provide direction regarding the strategy for implementing this change action. The appointed administration team determines the names and schedules of the officers tasked with providing direct services to the community and the call center officers on standby during working hours to serve telephone service requests from the public. The officers' schedules are arranged in rotation and determined in a signed decision letter to the Head of the Immigration Office. Furthermore, all needs related to budget and equipment required during Jempol HAM service activities are inventoried and must be prepared. In the end, it must be ensured that all team members always work together well and immediately report to the team leader if they encounter problems in carrying out their duties in the field. However, there are several obstacles to implementing this innovation, such as a need for more human resources in the team formed to carry out this innovation. Due to a shortage of human resources, the TPI Pekanbaru Class 1 Immigration Office, through the effective team that has been formed, is forced only to be able to serve a limited number of people every day. Apart from human resources, the budget allocated for implementing the Jempol HAM innovation still needs to be increased. The next obstacle is the infrastructure supporting the implementation of this innovation, which still needs to be improved, such as the limited number of team operational vehicles so that the mobility of the team implementing this innovation is limited.

5. Observability

Observability is a variable indicator that shows that the innovation being created contains simplicity, which will then be readily accepted by the public and utilized by everyone without any obstacles that threaten its implementation (Selvi, Haning, & Nara, 2022; Triana & Aryani, 2021). Apart from that, innovation must produce something new and, of course, of higher quality than the old innovation, with a better level of goodness or profit so that the innovation can replace the old way of employing or implementing something (Pratama, Ivana, & Austin,

2022). Regarding observability, the Jempol HAM passport service innovation can already benefit vulnerable groups, including people with disabilities, the elderly, sick, and pregnant women. Apart from that, Jempol HAM's innovative passport service has also made things easier for the public. Because in the current era of globalization, people are very accustomed to everything effective in terms of time and efficient in terms of energy, including in getting services. The public demands effective and efficient services, so the innovation of the Jempol HAM passport service becomes the answer to the needs desired by the community. In its implementation, the Immigration Office Class 1 TPI Pekanbaru has also made various efforts so that the public can easily access information regarding the innovative Jempol HAM passport service. Socialization was carried out by the Immigration Office Class 1 TPI Pekanbaru via the website, social media (such as YouTube, Instagram, Twitter), online/print media, videos and others. The Immigration Office Class 1 TPI Pekanbaru did not hold outreach to several locations in Pekanbaru City because there was no budget.

CONCLUSION

Based on the description previously explained, it is concluded that the Jempol HAM passport service innovation initiated by the TPI Pekanbaru Class 1 Immigration Office has been implemented well and can be accepted by vulnerable groups in particular so that they are given convenience in obtaining passport processing services up to passport delivery without the need for coming to the Immigration Office. The five characteristics of innovation initiated by Rogers, including relative advantages, compatibility, complexity, trialability, and observability, all form a series that cannot be separated in this Jempol HAM passport service innovation. This can be seen from the perceived benefits starting from the efficiency of time and energy and the suitability of Jempol HAM innovations to the needs of vulnerable groups in Pekanbaru City, especially regarding immigration services. However, several obstacles remain, such as limited human resources, a limited budget and inadequate supporting infrastructure for implementing the Jempol HAM innovation. Based on the conclusions above, Jempol HAM's passport service innovation still has several shortcomings, so suggestions and recommendations are needed to be implemented better. So the author provides suggestions including:

1. Increased human resources in implementing the Jempol HAM innovations. Because many vulnerable communities are interested in using this innovation, but the number of human resources implementing this innovation is limited;
2. There is a need to increase the budget, one of which is so that the supporting infrastructure needed for innovation can increase so that the services provided through the Jempol HAM passport service innovation can be maximized; And
3. Commitment support from the leadership is needed so that this innovation will continue to be implemented even if the leadership changes.

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