

Analysis of the "ADIARTA" Innovation as the Savior of Batu City Land Archives

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Abstract

The ADIARTA innovation that was selected as the top 45 commendable public service innovations at the Public Service Innovation Competition (KIPP) was initiated by the Batu City Government, the Library and Archives Office, and the Communication and Information Office to facilitate services in the field of land archives. It is aimed at digitizing land documents to extend the life of the land archives of the Batu City community. In addition, ADIARTA is an application that can provide information about land ownership, buying and selling, grants, and the history of land in Batu City. ADIARTA is one of the innovations that can encourage community service and efforts to save village land archives which are confidential and sensitive documents (vital archives). The implementation of ADIARTA in Batu City has not been fully carried out in all villages, with the help of Malang State University students and the ADIARTA team. The realization of these innovations is to support good governance, effectiveness, and efficiency of public services to the community. From all kinds of problems about land, the Batu City government launched a land innovation that had a positive impact on the people of Batu city, as many as 90% of people felt satisfaction from ADIARTA services. The utilization of information and communication technology is one of the steps that can provide cost savings, time savings, and ease of access for related parties. The innovation is expected to be one way to provide efficiency to operations, facilitate community accessibility in accessing land archives, provide security and sustainable services, and improve public services for the community.

Keywords: ADIARTA; Public Service Innovation; Land Archive

INTRODUCTION

The implementation of the Public Service Innovation Competition (KIPP) carried out by the Ministry of Administrative Reform - Bureaucratic Reform (Kemenpan - RB) in 2023 gave birth to the TOP 45 commendable public service innovations, one of which is the ADIARTA (Land Archives Media Transfer) innovation (Dyah, 2023). This innovation was initiated by the Batu City Library and Archives Service and in collaboration with the Batu City Communication and Information Service (Amrullah, 2023) and compete with 2,269 innovations initiated from ministries, provinces, districts and cities.

ADIARTA is an idea aimed at facilitating the process of searching for information regarding land and as an effort to save village land archives so that these archives will last longer. (Rama & Rakasiwi, 2023). This innovation step is a change program to modify strategies that focus on the Batu City government relating to a more dynamic environment and can provide more trust to the community. (Cummings & Worley, 2015). The use of this is not yet comprehensive in every area in Batu City, but this innovation has had a significant impact on the management of land records, which are important to maintain so that land records can last longer. (Dyah, 2023) (Amrullah, 2023). Innovation is one of the profitable steps by developing innovation that will encourage strength in competitiveness and profits for government institutions (Marin, 2014). ADIARTA is present among the people of Batu City to provide convenience for Batu City residents in managing the Village Creation Book and Letter C which are state documents that

function as a juridical basis and reference in any changes to the transfer of land ownership rights to other parties..

ADIARTA is one of the public services that has an impact on the community as the party who can assess the government's performance on the services received (Prabowo, Suwanda, & Syafri, 2022). Of course, ADIARTA is a means to improve public services as an improvement on services that have occurred in the past. Another example that has an important impact on public services is the capital investment carried out by BPPT Semarang City which makes it easier for investors to make capital investments. (Junior, 2016). This capital investment is almost identical to ADIARTA which facilitates access to information, improves service quality, increases security, increases accessibility, etc. (Mariana, 2018).

It is hoped that the ADIARTA innovation in Batu City will make it easier to find information about land and as a way to save village land archives so that they can have a longer life. (Agustin, 2022). Apart from that, the use of this application is made to improve and facilitate community services and support regional planning programs related to saving regional assets (Rama & Rakasiwi, 2023). Even though not all villages in Batu City can experience the performance of the ADIARTA application, the impact felt by the people in the villages who have received the counseling has reached its maximum point. This innovation is a transfer of knowledge in serving society by optimizing all human resources, budget, information technology and work networks to support better innovation. (Prabowo, Suwanda, & Syafri, 2022).

Literature Review

Public service

Public services can be linked to New Public Management which is about increasing productivity and finding service mechanisms based on an economic perspective such as high performance accountability, bureaucratic restructuring, streamlining institutional processes, decentralizing decision making, and redefining organizational missions. (Denhardt, 2007). Apart from that, the public sector will face complex challenges in dealing with citizenship issues, formulating public policies, and providing public services that must be simplified (Cummings & Worley, 2015). Public service includes democratic citizenship, civilized models of community and society, organizational humanism and new public administration, and postmodern public administration. (Denhardt, 2007). In Indonesia, according to the Decree of the Minister of State Apparatus Empowerment Number 63 of 2003, the implementation of public services is an effort to meet the needs of service recipients as well as implementing the needs of statutory regulations. One of the primary goals of public sector organizations is to govern for the greater public good, and to be responsive to the desires of the public's needs (Cummings & Worley, 2015).

Public Service Innovation

Innovation can be said to be the application of something new and brings change and is aimed at getting improvements and providing newer benefits (Marin, 2014). Innovation can be novelty, implementation, process, improvement, significance, and various other things. Innovation can render existing skills useless and need to be trained to establish key concepts such as the difference between planned and unplanned change and innovation (Osborne & Brown, 2005). Innovation can also be related to the creation and implementation of something that is a new combination and this novelty is universal and time bound. (Junior, 2016).

One of the things that can be a way to innovate is the political motivation that public organizations usually have as a whole to be effective in a society that is diverse, dynamic, and more demanding of public services. (Junior, 2016). Innovation can also be a process of change and lead to specific policy recommendations (Veenswijk, 2005). Like ADIARTA, it is a specific innovation initiated by Disperpusip and Diskominfo Batu City and is aimed at the community in facilitating the process of searching for land information and saving village land archives. (Agustin, 2022).

The innovation implemented cannot be separated from the role of technology as a supporter of competitive advantage in organizations (Hana, 2013). The quality of service design carried out by the government is community-centered with the aim of investigating and understanding community interactions and practices as the main source of inspiration for new public services. (Sangiorgi, 2015). Innovation in the



public sector can be successful in the creation and implementation of processes, products, services and methods delivered in the provision of public services, resulting in efficiency and effectiveness of public services (Pratama, 2020).

So that public service innovation activities carried out by the Batu City Government, the Library and Archives Service, and the Batu City Communication and Information Service can significantly compete with other regional competitors in achieving higher competitiveness (Hana, 2013). The archivist technology used in this innovation includes collections from land archives, service to customers, technology used, programs carried out by the government along with their quantity and objectives, and administrative quality (Srirahayu & Harisanty, 2023). An increase in innovation carried out can qualify novelty that can be generally accepted and includes things that are new and not often found in the world (Thøgersen, 2022). ADIARTA will be one of the goals and means of achieving sustainable competitiveness (Moghrabi, 2020).

RESEARCH METHODS

This research discusses public service innovation that has been carried out by the Batu City Government and won the Praiseworthy Public Service Innovation award at the Public Service Innovation Competition (KIPP) in 2023 (Dyah, 2023). So this research uses qualitative analytical research using longitudinal data planning analysis by paying attention to plans from information sources that are felt to be able to support the data obtained (Hughes, 2011). This research uses secondary data in its data collection and also has potential limitations by selectively using a very small sample and limited analysis.

RESEARCH FINDINGS

The innovations carried out by the Batu City Government cannot be separated from shortcomings in their implementation. The testing process carried out definitely has shortcomings and must be improved before it becomes a perfect innovation program (Junior, 2016). The progress of innovation in advancing a region or organization must also understand the public innovation that has been implemented, and follow the innovation pilot model and apply it slowly to the community (Marin, 2014). So the findings from ADIARTA innovation are coded using the public service innovation framework (Hartley, 2005).

1.	Innovation Products	It is necessary to carry out a feasibility test on the equipment used in the ADIARTA innovation in Batu City.
2.	Service innovation	The services provided by the Batu City Government are not yet comprehensive in every sub-district and village in Batu City.
3.	Innovation process	Implementation of the ADIARTA application is still being carried out in 7 villages, while there are 19 villages and 5 sub-districts in Batu City.
4.	Innovation position	ADIARTA is planned to be implemented in 19 villages and 5 sub-districts in Batu City, but only 7 villages are still using ADIARTA.
5.	Innovation strategy	Implementing electronic signatures by digitizing land archives, and prioritizing existing human resources in Batu City to help launch ADIARTA innovation
6.	Innovation governance	Land archive books are scanned carefully, paying attention to land books that are prone to tearing and an ADIARTA team has been formed from the Batu City Library and Archives Service to assist the community in digitizing their land archives.
7.	Innovation concept	The concept offered by the Batu City Government apart from digitizing is including information on ownership

transfers, grants, sales, etc. So it can help in terms of ownership and ownership history of the land.

Several things that are highlighted in ADIARTA's innovation are the poor quality of land archives so that in digitizing them there are a few obstacles in entering media transfer archives. After that, the land archives to be transferred to media are not always available in full. This can be caused by various factors, such as damage, loss, or not being managed properly. In the end, managing ADIARTA requires a lot of human resources who are competent in archiving and information technology. The ADIARTA team formed by the Batu City Library and Archives Service was assisted by Malang State University intern students in developing the ADIARTA application (Agustin, 2022). Optimizing human resources in all Batu City areas, budgets, information technology and media networks is one of the things that can encourage public service innovation to run well. (Junior, 2016).

DISCUSSION

Innovation is carried out in stages through a learning organization process as in Figure 1 which applies theory and develops it into a hypothesis, after that testing the innovation that has been initiated and providing an evaluation of the practice of an innovation (Kolb, 1979). ADIARTA's innovation can be a good idea for the people of Batu City and become an example for the city or district government and other government agencies in saving confidential vital archives. (Agustin, 2022).

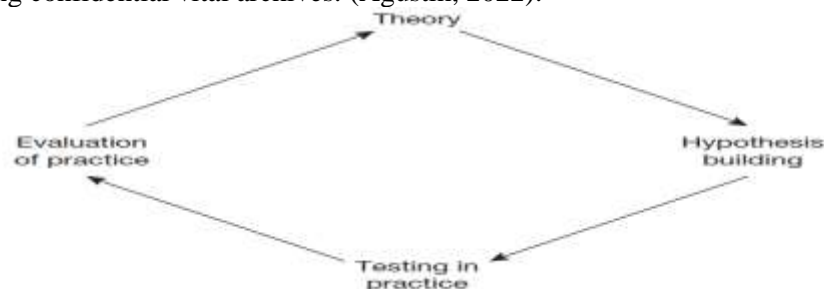


Figure1: The Learning Cycle

The ADIARTA application is an effort by the Batu City Government to save confidential community archives and is one of the services to make managing land easier, more effective and efficient. A survey conducted by the Batu City Library and Archives Service in 2023 showed that 90% of respondents stated that ADIARTA was useful and very helpful in making it easier for the public to access land archives. Some of the challenges experienced by the community in managing services in the land sector are manipulation of land registration, inappropriate measurement and arrangement of land plots, corruption resulting in land disputes, lack of public information about land affairs, etc. (Kumorotomo, 2014). The Batu City Government is trying to anticipate this problem by initiating and developing the ADIARTA application for the people of Batu City, and can be an example for all people in Indonesia regarding land management.

Land problems that occur in Indonesia are very varied and range from land mafias to land disputes that often occur in Indonesia. This problem requires important handling by a fair state in resolving land conflicts. Public services certainly require governance innovations such as political arrangements in local governments and if changes occur, they must be planned in the form of organization and regulation as well as service delivery (Hartley, 2005). ADIARTA not only deals with land matters for public housing, but also covers all land including agrarian matters regulated in the Basic Agrarian Law Number 5 of 1960. Primary land owners are divided into: Land Ownership Rights (HM); Business Use Rights (HGU); Building Use Rights (HGB); and Usage Rights.

The innovation product used in ADIARTA's innovation is about the use of information and communication technology (ICT) which implements several things such as:

- a. Benefits at the process level that save costs and reduce transactions in information by using information digitally and making public services online or online;

- b. Time savings in internal processes and data exchange which makes it easier for users to access all kinds of information regarding land in Batu City;
- c. Reducing limitations and increasing ease of access to information.

The use of ICT at ADIARTA has been used to provide services to the public via online and aims to realize good governance with transparency, accountability, effectiveness and efficiency in government processes. (Junior, 2016).

Innovations carried out in improving the quality of services for the community are by implementing new ideas, adapting, modifying and making it easier for the community to access these services (Moghrabi, 2020). Public service innovation certainly has several problems such as budget availability, human resources, changes in culture and leadership regime, and public perception of the changes that will be made by leaders at that time. This also includes several availability areas such as data and information, infrastructure and regulations that pose obstacles to the public sector innovation process (Marin, 2014). The idea of ADIARTA originates from emerging pressures originating from social, economic and political sources so that this will influence the direction of the content of changes in public services (Welch & Wong, 1998).

CONCLUSION

ADIARTA as an innovation that received TOP 45 commendable public service innovations in the Public Service Innovation Competition held by KEMENPAN-RB has had impacts such as:

1. Operational Efficiency: Transfer of land archive media can optimize document and information management, thereby increasing the operational efficiency of land-related public services
2. Accessibility: By using more modern media, land archive information can be more easily accessed, both by internal parties and the general public. This can increase transparency and make information easier to access
3. Security and Continuity: The media transfer process may involve improvements in the security and continuity of information, reducing the risk of loss or damage to land records
4. Improved Public Services: With better archive management, land-related public services can improve the quality of their services to the community, providing faster and more accurate answers regarding land information

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