

E-Pbb Public Service Innovation Process In Lamongan Regency

Author's Details:

¹Ika Devy Pramudiana-¹ Public Administration, Faculty of Administrative Sciences, University of Brawijaya-Malang, Indonesia ²Sumartono, ²Tjahjanulin, ²Bambang Santoso Haryono - ²Public Administration, Faculty of Administrative Sciences, University of Brawijaya , Malang, Indonesia

email : Ik.pramudiana@gmail.com, sumartono_fia@ub.ac.id, ulinfia@ub.ac.id, bambangs_fia@ub.ac.id

Abstract

One of the latest innovations in the Lamongan district is the launch of e-PBB. Lamongan Regency Government began in 2013 to apply land and building tax payments through electronic or known as e-PBB. In this study the sampling technique used was purposive sampling. The analysis technique used in this study is to use interactive model analysis. According to Miles, Huberman and Saldana. The process carried out in starting the e-PBB program is the stage of submitting ideas, the stage of idea evaluation, the stage of development, the readiness of infrastructure, the readiness of human resources and the readiness of funds to take place comprehensively by observing the environmental and cultural conditions of the community.

Keywords: *innovation, public services, process, e-government*

1. INTRODUCTION

Public service is something that cannot be separated from daily life in society, because it cannot be denied that all community activities are always associated with public services. Often the people assess the success of a country is how the government provides good services to the community, the issue of public services has become increasingly central in developments in Indonesia, because the problem of public service is very interesting to talk about, and to realize good public service, the government makes innovation. Innovative services can be linked to public service innovations, and public service innovations can be realized in providing services to the community. According to Rogres, Innovation is "an innovation is an idea, practice, or object that is perceived (an idea, practice, or object that is considered new by the individual one adoption unit to another (Evvert 2002: 12). Innovation functions as meeting the demands of transparency, accountability and as a principle of good governance.

Many public service innovations in Indonesia currently use technology. Because technology has a positive impact, among others: helping speed up human work, facilitate long-distance communication, simplify the administration system and facilitate financial transactions. Under these circumstances, the technology created to facilitate and improve the quality of human life shows its role.

One of the latest innovations in the Lamongan district is the launch of e-PBB. Lamongan Regency Government began in 2013 to apply land and building tax payments through electronic or known as e-PBB. The application of tax payments through e-PBB is done to make it easier for taxpayers. With this e-PBB, overseas residents who want to pay taxes do not need to go home to pay their taxes. To succeed public services, the Lamongan district government provides facilities to each sub-district connected to the central government, 19 of the 27 sub-districts in Lamongan have been covered by information technology. So that e-PBB public services can be accessed young because the Lamongan community can take care of e-PBB through their sub-districts.

The process of innovation is related to how an innovation occurs, there is an element of decision that underlies it, according to (Sherwood 2002) innovation as a process requires four stages, namely: The stage of submitting ideas, the evaluation stage, the development stage, the implementation stage. The innovation process is an important thing, the innovation process is one of the keys to success or failure of the innovation can be implemented, when the innovation process is correct it will be easy to continue to the next stage, as in the e-UN public service innovation also passes the stages of the process of submission, evaluation, development and implementation. The process through which employees start from the first appearance of an innovation idea, knows the existence of an innovation, then continues with the decision to agree to the innovation, the decision to accept or reject the innovation, the implementation of the innovation, and confirmation of the innovation

decision that has been taken. The innovation decision process is not an activity that can take place instantaneously, but is a series of activities that take place within a certain period of time, so that the government can assess the new idea as consideration for the next will reject or accept the innovation and implement it. So here researchers are interested in studying or researching about the “*Public Service Innovation Process In The Lamongan District Revenue Service*” .

2. LITERATURE REVIEW

2.1. Public service

Good public services that pay attention to the interests of the community are in line with the development of the increasing needs and demands of the community. Local needs and demands require fulfillment and resolution, so that efforts arise to change or update or create new policies. This is innovation policy. Dye noted that there were three factors that could encourage the emergence of "policy innovation", namely, first, adequate public income; because with sufficient income it will in turn be able to provide greater tax and retribution income from low-income people. Second, the development of cities or "urbanization" or "urbanization". This event is also the thing that encourages the innovation policy because with the development of the city, the resources will be more uplifted and collected, thus providing additional strength to the "policy innovation". Third, the level of education (education); Higher education will give people the ability to be able to accept new policies that are more rational. With the welfare of the people with adequate education, it will also encourage the interest and attention of the community to participate more in the community's life. The emergence of creative participation by community members will open up great opportunities for the occurrence of the innovation policy as well.

According to Sinambela (2010: 6), theoretically the purpose of public service is basically satisfying the community. To achieve that satisfaction, demand for excellent service quality is reflected in:

- a. Transparent, open, easy and accessible services for all parties in need and provided adequately and easily understood.
- b. Accountability, Services that can be accounted for in accordance with statutory provisions.
- c. Conditional, Services that are in accordance with the conditions and capabilities of service providers and recipients while adhering to the principles of efficiency and effectiveness.
- d. Participatory services that can encourage community participation in the delivery of public services by taking into account the aspirations, needs and expectations of the community.
- e. Equality of Rights, Services that do not discriminate are seen from any aspect especially ethnicity, race, religion, class, social status and others.
- f. Balance of Rights and Obligations, Service that considers aspects of justice between the giver and recipient of public services.

Public service delivery must also fulfill several service principles as stated in Kepmenpan No. 63 of 2003 Ratminto and Winarsih (2007: 22) which states that the implementation of public services must meet the following principles:

- a. Simplicity, public service procedures are straightforward, easy to understand and easy to implement.
- b. Clarity, Technical requirements and administratif public services, Work units / officials who are authorized and responsible in providing services and resolution of complaints / problems/ disputes in the implementation of public services, Details of public service costs and payment procedures.
- c. Certainty of time, the implementation of public services can be completed within a specified period of time.
- d. Accuracy, Public service products are received correctly, correctly and lawfully.
- e. Security, public service processes and products provide a sense of security and legal certainty.
- f. Responsibility, the Head of the public service provider or appointed official is responsible for the delivery of services and the resolution of complaints / problems in the implementation of public services.
- g. Completeness of facilities and infrastructure, Availability of working facilities and infrastructure, work equipment and other supporting facilities including the provision of telecommunications and information technology (telematics) technology.

- h. Ease of access, place and location as well as adequate service facilities, easily accessible by the community, and can take advantage of telecommunications and information technology.
- i. Discipline, courtesy and friendliness, service providers must be disciplined, polite and polite, friendly, and provide service with sincerity.
- j. Comfort, the service environment must be orderly, organized, provided a comfortable, clean, neat waiting room, a beautiful and healthy environment and is equipped with supporting facilities such as parking, toilets, places of worship and others. From the description above it can be concluded that public service is a form of service carried out by the government both in the form of goods and services to meet the needs of the community or in the context of implementing laws and regulations based on the principles and principles of service.

2.2. Innovation process

The innovation process is a series of activities carried out by individuals or organizations, starting to realize or know the existence of innovation to implement (implementation) innovation. The word process implies that the activity is carried out with time consuming and every time changes occur. How much time is used during the process will vary between one person or one organization with another depending on the sensitivity of people or organizations to innovation. Likewise, during the innovation process, there will always be continuous changes until the process is declared over. In studying the innovation process, experts try to identify what activities are carried out by individuals during the process as well as what changes occur in innovation, then the results are found the phasing of the innovation process.

But according to (Sherwood 2002: 2), innovation as a process requires four stages namely:

- 1) The stage of submitting an idea that is having an idea first,
- 2) Evaluation stage of the ideas that will be followed up
- 3) The development stage is to improve the idea from concept to reality that produces something;
- 4) The implementation stage is to strive for the idea to be truly realized.

According to Mulgan, as quoted by Noor (2013, p.94), the innovation process as consisting of various elements as follows:

- 1) Generating possibilities - how can we stimulate and support ideas for innovation?
- 2) Incubating and prototyping-what mechanisms are there for developing promising ideas and managing attendant risks?
- 3) Replicating and scaling up how can we promote the rapid and effective diffusion of successful innovation?
- 4) Analyzing and learning-how should we evaluate what works and what doesn't to promote continuous learning and improvement.

While the Innovation Process stage in the organization, according to Rogers, is a gathering of information, conceptualization, and planning to accept innovation, all of which are directed at making decisions to accept innovation.

1. Agenda Determination: All organizational general considerations are formulated to determine innovation needs, and an environmental study is conducted to determine the potential value of innovation for the organization.
2. Adjustment: Adjustment between organizational problems and innovations that will be used, then approved and made innovation designs that are appropriate to the problems caused.

3. RESEARCH METHODOLOGY

In line with the problems and objectives of the study, the researchers used a qualitative research approach with the type of descriptive research. The type of data collected in this study can be divided into two namely secondary data and primary data. Source of data in this study focuses on human sources, events and documentation. In this study the sampling technique used was purposive sampling. The main data collection techniques in this study are interviews, observation and documentation. The analysis technique used in this study is to use interactive model analysis. According to Miles, Huberman and Saldana (2014: 14).

4. RESULTS AND DISCUSSION

Innovation in Indonesia is increasingly developing along with developments from time to time, especially technological developments because the dynamics of change are marked by the development of technological and knowledge advances so that human resources are demanded to play an active role, the current trend of success in every country is due to innovation factors. Innovation has several impacts on the condition of organizations and institutions, especially government. To maintain an organization in the environment requires innovation. Because innovation can bring organization to be better and can be effective and efficient in achieving organizational goals and targets, with innovation it is expected to be able to become solutions that occur due to changes and complexity of the environment.

Given the increasingly critical community to get the best service from the government. Society is free to compare government bureaucratic services with other public services. Therefore, every service must be strived to always find a solution so that it can be done well immediately. Increasing the effectiveness of the performance of the apparatus needs to get attention accompanied by a commitment to always be creative and innovate.

Through Presidential Instruction No. 3/2003 is the basis for e-government development. The development of e-government is a public service using information technology to provide effective and efficient services to the community. With e-government, it is expected to have an impact on the management of process systems and work management in the government environment so as to optimize the use of information technology. Many regions have implemented e-government systems such as Surabaya that are interesting with e-health, Banyuwangi with innovative budget management and also Lamongan.

Lamongan became one of the districts that received e-government awards, an award as a form of appreciation from the Ministry of KOMINFO that Lamongan District has entered the digital era, thus the district is increasingly eager to provide services using electronics, this is evident from several services already online so many SKPD in carrying out government administration based on e-government.

Likewise, Lamongan Regency by using electronic services makes it easier to provide services to the community who are able to offer services 24 hours a day wherever and whenever the community needs no time and place restrictions. Thus, it is expected that the government can provide maximum services to its people. From the statement above, it is in line with several e-government services that have been implemented, including financial management applications in the form of Financial Accounting Application Systems (SAKTI), activities in administrative management in the form of correspondence, licensing and Information Systems Management of Electronic Health Centers (Simpustronik). In addition to services in licensing, finance and administration in other management, Lamongan also creates an electronic program for taxes, one of which is e-PBB which has become one of the innovations in Lamongan Regency. Looking deeper into e-PBB is said to be an innovation of a system because e-PBB is a new tool or a new system in the payment of UN taxes that provides change using technology. In addition to system innovation, e-PBB can also be referred to as policy innovation, before the government conducts a policy, there must first be a policy stage, namely policy formulation, policy forecasting, policy recommendations, policy monitoring, and policy evaluation. Next is the method innovation in this case, e-PBB can be said to be a method innovation due to a change in the way or method carried out by the community in paying taxes so that there will be changes and advantages obtained by the community with the existence of this new method. In addition to typology there is also an element of innovation which states that innovation can be said when there is renewal in it. The process carried out in starting the e-PBB program is:

1. Submission of Ideas: The Revenue Service creates an innovation idea so employees give ideas to support the innovation idea.
2. Evaluation stage of the idea: The Revenue Service and its staff conducts a sustainability discussion with an innovation plan that will be implemented to find out the problem, identify problems, identify the environment, and look for how the innovation is implemented considering there are still many facilities and lack of human resources to support the occurrence innovation of the e-UN services.

3. Development stage: at this stage the Revenue Service has decided on e-PBB service innovation to be followed up and processed.
4. Infrastructure readiness: before being implemented, the Revenue Service will map out areas that can do or are ready to implement e-PBB innovation programs considering that some areas of the Lamongan regency are unreachable and lack signal. So there is special treatment and the addition of other supporting tools.
5. Human Resources Readiness: Form an Engineering team and involve village officials to support the sustainability of the innovation. So it is easier to transfer to the community. Furthermore, the Lamongan regency revenue office provides training to employees to attend training and education for 3 months, this training and education discusses how the online system in tax payments.
6. Fund Readiness, in the process and application of service innovation, funding readiness is needed to support the sustainability of an innovation program, the implementation of e-PBB in the Lamongan Regency Revenue Service is fully supported by the Lamongan district budget.

So it can be concluded that the process of public service innovation in the Revenue Service is going well in the stage of submitting ideas, the stage of evaluating ideas, the development stage goes well seeing several stages of the processes carried out there are no obstacles but in the readiness of infrastructure and readiness of human resources there constraints such as the difficulty of signal in some areas and also the low quality of human resources and the lack of human resources so that it becomes an obstacle to the innovation process of e-PBB public services at the Lamongan District Revenue Service. The research findings in the innovation process are the Lamongan District Revenue Service in the Lamongan regency in carrying out the innovation process there are several other stages of the findings as follows: Infrastructure readiness, human Resources Readiness, Readiness of funds.

From the stages above describe the process of a technology-based service that wants to provide effective services efisein to the community. The process of innovation takes place differently from one organization to another depending on the sensitivity of the person or organization to innovation. Likewise, during the innovation process, there will always be continuous changes until the process is declared over.

From the explanation above, it can be seen that e-PBB is a public service innovation. Before being implemented there are processes in the e-PBB. The innovation process is a series of stages that are prepared to carry out an innovation, see how the institutional conditions, institutional conditions of the human resources, environment, politics, leadership and see how the conditions of society, because this affects how the innovation process or innovation stages can be done well so as to give birth to a good innovation that will have an impact on society, especially the people of Lamongan in paying the PBB. In addition, by identifying the processes first, it is able to identify the strategies that will be carried out in the innovation process. So with this it will be identified the possibilities of obstacles that occur in the innovation process and can reduce the risk of failure in the innovation process.

5. CONCLUSION

So it can be concluded that the process of public service innovation in the Revenue Service is going well in the stage of submitting ideas, the stage of evaluating ideas, the development stage goes well seeing several stages of the processes carried out there are no obstacles but in the readiness of infrastructure and readiness of human resources there constraints such as the difficulty of signal in some areas and also the low quality of human resources and the lack of human resources so that it becomes an obstacle to the innovation process of e-PBB public services at the Lamongan District Revenue Service. The research findings in the innovation process are the Lamongan District Revenue Service in the Lamongan regency in carrying out the innovation process, there are several findings of other stages: Infrastructure readiness, human Resources, Readiness, Funding Readiness.

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