DIGITAL STUDENT CARD AS A PUBLIC SERVICE INNOVATION FOR OPEN UNIVERSITY STUDENTS IN THE REGIONS

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Abstract

Public services in the era of information technology, must be relevant to the needs of students, including services to open university students. The Open University, which has 39 service offices throughout Indonesia, requires an efficient and effective bureaucracy in managing its students. One of the obstacles for regional UT Palembang students is the distribution of student identity cards which must be ensured by students. In fact, geographical factors of the area and poor transportation facilities have caused distribution to depend heavily on the head of Kelompok Belajar and expedition services, all of which have the risk of not reaching students. In fact, student identity cards are a very important tool so that students can take the exam. This study discusses efforts to overcome the distribution of student identity cards, through digital student card innovation. How to design a digital student card application that can be a solution to these problems. The findings of this study are a digital student card application that can be accessed by students directly without being dependent on third parties.

Keywords: *public service, digital student card innovation*

1   INTRODUCTION

Student card is a card that serves as the identity of someone who is declared a student. UT Student Card is a UT student identity card. The Student Card must be carried at the time of taking the Exam Participant Identity Card (KTPU) and at the time of the exam. UT student cards are in accordance with the Circular Letter of the Vice Chancellor III of UT, starting in 2015.2 all use electronic student cards (KTM-e).

The KTM-e policy applies to students who were registered for the first time before 2013.1 (KTM-e Substitute), and for new students who registered 2014.2 (New KTM-e). The policy has been implemented since 2013.1 and is continuously being improved and refined. Like KTM-e at other universities, KTM-e for UT students apart from being a student identity card can also function as a debit card after being activated by students to one of UT's partner banks (BRI/BTN/Mandiri Bank). The KTM-e includes name, NIM, date of birth, photo, study program, UPBJJ, validity period of KTM-e and signature (optional) at the time of processing KTM-e must be signed after the KTM-e is received by students). The student's signature on the student card must match the signature on other formal documents (KTP/SIM/Ijazah).

In the process of making an e-KTM, students can send a photo/softcopy of a passport-sized photo to UPBJJ-UT (regional UT), and UPBJJ-UT will print and distribute the e-KTM to students. However, so that the photos listed on the KTM-e are the latest photos, starting in 2015.1 KTM-e can only be obtained by students by taking photos directly at UPBJJ-UT.

Procurement and distribution of KTM-e is part of the public service. Because the regional UT (UPBJJ) as an official agency has issued a policy so that students have an e-KTM. Therefore, UPBJJ must facilitate so that every student obtains his rights, in this case obtaining a KTM-e, moreover KTM-e is very necessary to take KTPU and exams.

The procurement and distribution of KTM-e, at UPBJJ Palembang, is carried out in the following stages

a) Procurement:

The KTM-e printing process begins with the procurement of physical cards and ribbon datacards proposed by the regional UPBJJ to Central UT. In this procurement process, it takes a relatively short time between the request process to the Central UT until it is accepted at UPBJJ. The printing process can only be done after the physical card and ribbon datacard are received at UPBJJ. The time required in the printing process of KTM-e is also not short, considering the relatively large number of UPBJJ new students, as well as the process of classifying student data per study group. So it affects the speed of completion of the KTM-e printing, until it reaches the students. There is no definite deadline in the procurement process for KTM-e to KTM-e at UPBJJ, but the time span required in the procurement process to printing KTM is approximately one semester, so this has an impact on students who need the KTM-e at the time of implementation. Final exams.

b) Distribution

In the process of distributing KTM-e, KTM-e that has been printed at UPBJJ can be directly taken by students themselves or can be represented through study groups. UPBJJ took anticipatory steps in an effort to accelerate the process of distributing KTM-e by making announcements or information to students and study groups related to the availability of KTM-e at the UPBJJ office. This distribution process is very dependent on the response or activity of students and study groups to be able to take the printed KTM-e. With the geographical conditions of students and study groups that are quite far away, access is quite difficult to travel to the UPBJJ office, and students who have busy work, the KTM-e cannot be accepted by students quickly.

Formulation of the problem

The limitations of tools in the procurement of KTM-e and the distribution of KTM-e with a relatively long time and long distances, make students do not have KTM-e when they are needed to get services as students, such as during exams, students cannot show KTM-e with the reason that he has not been able to take his KTM-e at the UPBJJ office, where the KTM-e is used to identify the student's identity in conducting the Final Semester Examination. By not being able to show KTM-e during the Semester Final Exam, it will increase the potential for cheating (Jockey) in the exam process itself. With this background, the formulation of the problem that can be drawn is how to make it easier for students to have KTM-e quickly without time and distance constraints.

Research methods

This research is a qualitative research. Qualitative research was chosen because in this study it is able to present real phenomena according to conditions in the field. Data collection is done through literature study, and from the application. The data assessment is carried out by confirming the secondary data and the data from the application, then it is reviewed, the solution is designed so that it can provide recommendations for service improvement in the future.

Discussion

Public services are services provided by the government to meet all community needs, so that they can be distinguished from services provided by the private sector (Ratminto and Winarsih, Atik Septi, 2010). Public services provided by the regional UT (Palembang) in the context of providing and distributing KTM_e are services provided by the government, because UT is a state university.

Moenir defines public service as an effort made by a group or person or bureaucracy to provide assistance to the community in order to achieve certain goals (Hidayah, 2020). Referring to Moenir's opinion, the service provided by UT Palembang in distributing KTM_e to students is in order to carry out their duties as a bureaucracy so that the KTM_e obtained by students can be used as a means to recognize and identify UT students. According to Mahardhani (2021), public services have the aim of satisfying the community, therefore excellent service is also needed in all aspects of existing services, including in the field of education.

E_government

E-Government is the use of information technology that can improve relations between the government and other parties (Fatmawati et al., 2016). According to UN ASPA (2000) e-government is the use of the internet and the World-Wide-Wide to provide information and government services to citizens. The World Bank (2012), defines e-government as the use of ICT by government institutions such as WAN, internet, mobile computing that has the ability to change public relations, business, and government-related parties. Referring to the various opinions of e-government, in terms of KTM_e, then KTM_e is a service provided by the Open University of Palembang by utilizing technological advances, for its students.

Innovation

According to Galbraith (1973); Schon (1967) in Prawira (2014) defined innovation as the process of using new technology into a product so that the product has added value. Innovation can be done on goods, services, or ideas that are accepted by someone as something new. To overcome the problem, Yanuar said that innovation is interpreted as a planned change by introducing technology and the use of new equipment within the scope of the agency (Said, 2007). Innovation has a meaning that is not only limited to building and updating, but can also be defined broadly, utilizing new ideas to create products, processes, and services (Susanto, 2010).

Referring to the opinion of Muluk (2008), it is said that there are 5 (five) types of innovation in public organizations (Mochammad, R., 2019), namely:

1) Product Innovation. This innovation stems from changes in the design and service products that differentiate them from previous products.
2) Process Innovation. This innovation refers to sustainable quality and the combination of changes, procedures, policies, and organization needed to innovate.
3) Service Method Innovation. This innovation is a new change in customer interactions or a new way of providing or providing a service.
4) Strategy or policy innovation. This innovation refers to the new vision, mission, goals, and strategies, and also concerns the actual reality that has emerged so that new strategies and policies are needed.
5) System Innovation. This type of innovation is a novelty in the context of interactions or relationships carried out with other actors in the context of changing organizational management.

Problems in the implementation of public services (Dwiyanto, Agus 2003):

1) Unresponsive. This condition occurs at almost all levels of service elements, starting at the level of service officers (front line) to the level of agency leaders. Responses to various complaints, aspirations, and expectations of the community are often slow or even completely ignored.

2) Less informative. Various information that should be conveyed to the public, is slow, or even does not reach the community.

3) Less accessible. Various service delivery units are located far from the reach of the community, making it difficult for those who need these services.

4) Lack of coordination. Various service units related to each other are very poorly coordinated. As a result, there is often overlapping or conflicting policies between one service agency and other related service agencies.

5) Bureaucratic. Services (especially licensing services), are generally carried out through a process consisting of various levels, so that the resolution of service problems becomes slow. This happens because the service staff to be able to solve problems is very small, while on the other hand the community is difficult to meet directly with service leaders, as a result, various service problems take a long time to be resolved.

6) Lack of willingness to listen to community complaints/suggestions/aspirations. In general, service personnel lack the desire to hear complaints/suggestions/aspirations from the community. As a result, the service is carried out as is, without any improvement from time to time.

7) Inefficient. The various requirements needed (especially in licensing services) are often irrelevant to the services provided.
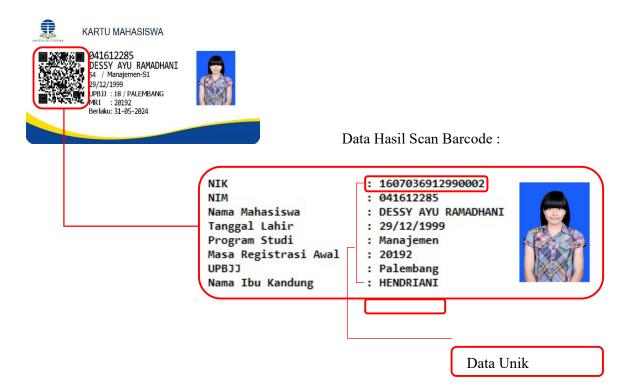
KTM_e Digital

Cyber University is a generic term used by several universities that organize online programs, such as Seoul Cyber University, The Cyber University of Korea, and Thailand Cyber University. Prof. Ojat, the Chancellor of UT, in the UT Business Strategic Plan (RSB) 2016-2020 explained that to develop UT as a Cyber University, UT has set three development focuses: in 2018 the achievement indicators are meeting the need for quality services for students, in 2019 strengthening the introduction and acceptance community towards UT, and in 2020 become frontiers of education innovation, as a research and development center for innovations in various technology-based learning modes, and dissemination of innovation. The technology used in the development of Digital KTM is an Open University innovation to support the development of the Open University as a Cyber University as well as an effort to accelerate the increase in the gross enrollment rate (GER) of higher education and one of the efforts to meet the various educational needs of the community.

Public service is a milestone in an entity. Through good service, it will create a good image of the entity. KTM-e digital is a development in public services to students, so that students can fulfill their needs related to their identity as students. The development of digital KTM-e can be done by making a website-based application by UPBJJ officers who are connected to the barcode that is already on the student's physical KTM-e.

This application was created to make it easier for students to download/store KTM-e digitally without having to wait for the physical KTM-e card to finish the printing process. To access it, students only need to enter user information on the website/link provided by UPBJJ, such as NIM, date of birth. After successfully entering user information, students can then download the digital version of KTM-e on their respective devices or computers by entering the access information that is only known by individual students.

In practice, students are required to bring their KTM-e during the Semester Final Exam, report or complain related to services to students. Through this digital version of KTM-e, exam officers and supervisors only need to scan the barcode on the student's digital KTM-e. Then information regarding the student itself will appear, ranging from photos, names, addresses, and unique data such as the name of the biological mother and other unique student data. If the information and student data are appropriate, then the student can take the Final Semester Examination, but if the data does not match, then the student should be suspected of being a jockey. With this application, it is hoped that all students can have KTM-e quickly so that time and energy efficiency is achieved in the process of printing and distributing KTM-e.

In addition to time and energy efficiency, the existence of this digital KTM-e is a step to support the UT Go Green movement. As a higher education institution, UPBJJ can support the UT Go Green movement by managing office activities more effectively and efficiently, using resources using the principles of sustainable development. By no longer using physical cards for KTM-e, the use of materials containing plastic in an institution can also be reduced. In addition to the use of plastic, the use of ribbon datacards for printing KTM-e can also reduce the waste generated by UPBBJ. By implementing KTM-e Digital, UPBJJ supports institutions in realizing the function of national education, namely forming characters who care about the environment. Institutions

and students can join hands to realize the function of national education. Caring for the environment is one of the manifestations of national education goals, namely being responsible for the environment.

Conclusion

The Open University's efforts to develop itself into a cyber university have encouraged the development of various innovations, technology-based learning modes, and the dissemination of innovations. KTM_e is a technology product to support the development of the Open University as a Cyber University. The development of KTM_e is evidence of public services carried out by UT.

However, technological developments must always be followed by improvement in service quality, so that in line with the needs of the community, excellent service is needed in all aspects of service, namely continuous innovation. So to overcome the problem of procurement and distribution of KTM_e (physical), is to make KTM_e Digital. KTM_e Digital is an excellent service that can solve KTM_e problems.

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