

Implementation of New Public Service (NPS) Principles in Identity Document Issuance Services in Periuk Jaya Urban Village, Tangerang City

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Abstract. *This study examines the implementation of the New Public Service (NPS) principles in providing Digital Population Identity (IKD) services in Periuk Jaya Village, Tangerang City. NPS principles emphasize public service based on community needs, citizen participation, and transparency. The research employed a descriptive qualitative method, utilizing primary data from in-depth interviews and observations, as well as secondary data from official documents. The findings reveal that Periuk Jaya Village has endeavored to implement NPS principles through IKD benefit socialization, infrastructure enhancement, and technical training for village officials. However, challenges remain, including limited public understanding, inadequate technological infrastructure, and administrative complexities. Recommendations include more inclusive socialization, technological infrastructure development, and continuous training for officials. Implementing NPS principles is expected to foster public services that are more responsive, inclusive, and community-oriented.*

Keywords: *New Public Service, Principles, Identity Document, Issuance Services*

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INTRODUCTION

In today's digital era, technology has become an inseparable part of various aspects of life, including in public services (Harahap & Harahap, 2023). Public service is an effort provided by a government agency to fulfill all the needs of the community in the form of goods, services, and administration carried out in accordance with its principles and responsibilities (Natika, 2024). The community must get the best service and of course has the right to be served by the government. Quality public services can indirectly increase people's sense of satisfaction and improve their standard of living (Nashar, 2020).

Governments at various levels continue to innovate to adopt technology to improve the efficiency and quality of services to the community (Zahra et al., 2024). One important innovation in population administration is the implementation of Digital Population Identity (IKD), which aims to facilitate data access and improve the accuracy and security of population information (Sallu, 2023). Application of technology in public services certainly requires careful support, both in terms of infrastructure and education to the community.

The transformation from manual to digital systems requires government commitment to ensure that every level of society can access these services easily and evenly (Hendriyaldi et al., 2022). Technologies such as IKD are designed not only to speed up administrative processes, but also to improve transparency, accuracy, and efficiency in population data management. This

innovation is a strategic step for the government in responding to the challenges of the digital era, where people's needs for fast, safe, and practical services continue to increase. With the existence of digital systems such as IKD, it is expected that public services can be more responsive to social dynamics and the increasingly complex needs of citizens (Wardani, 2019).

Located in Periuk Subdistrict, Tangerang City, is one of the administrative areas that continues to strive to utilize technology in improving the quality of public services. With the implementation of Identitas Kependudukan Digital (IKD), Kelurahan Periuk is committed to supporting the principles of New Public Service (NPS), namely making public services based on community needs, transparent, and participatory. Through this technology, the kelurahan government strives to provide services that are more efficient, modern, and easily accessible to all levels of society, in order to create more inclusive and responsive services (Nasution, 2023).

New Public Service (NPS) treats individuals who use public services as citizens, not as consumers (Kurniawan, 2016). Public administration focuses not only on consumer satisfaction, but also on fulfilling the rights of citizens to receive public services. Wicaksono (2019), explain seven main principles in New Public Service, among others: (1) Serve citizens, not customers Public interests are the result of a dialog process about shared values, not just an accumulation of individual interests. Therefore, public officials do not simply respond to individual demands, but focus on building trust and cooperation between citizens (Bashori, 2018).

This shows that the term “serving” has a much deeper meaning, as the state is obliged to provide the best possible service to the people; (2) Seek the public interest Public service managers should contribute to building the common interest. The main goal is not to find instant solutions based on individual interests, but to create collective interests and shared responsibilities; (3) Value citizenship over entrepreneurship Public interests are best managed by public officials and citizens who are committed to contributing to social welfare, rather than by business managers who act as if public funds are their private property.

By valuing citizens more than profit orientation, a region will prioritize public welfare, although innovation is still necessary; (4) Think strategically, act democratically Policies and programs aimed at meeting the public interest can be implemented more effectively and responsibly through collective and collaborative efforts; (5) Recognize that accountability isn't simple Government employees should not only put economic interests first, but should also pay attention to compliance with the constitution, laws, social values, political values, professional standards, and the interests of citizens; (6) Serve rather than steer It is essential for public officials to exercise leadership based on shared values, rather than simply controlling or forcing people to follow new norms or values; (7) Value people, not just productivity Public organizations and related networks will be more successful in the long term if they are run through a process of collaboration and shared leadership that promotes respect for each individual.

According to Wardhani & Wikartika (2024), Several problems that hinder the optimization of services, especially in the implementation of Digital Population Identity (IKD). First, many residents still use ID cards with their original domicile, not the domicile of their current residence in Periuk Jaya. This has the potential to complicate administrative processes that require valid and up-to-date population data. In addition, the phenomenon of high resident movement in Periuk Jaya Village adds to the complexity of managing population data. Furthermore, the low level of public understanding of the concept and benefits of IKD is a major challenge. Most residents do not know what IKD is and how to use it. The main cause of this low understanding is the lack of socialization from kelurahan officials to the local community (Noviyanti & Suryani, 2025).

IKD activity data shows that Kelurahan Periuk has the lowest IKD registration and activation rates compared to other areas in Periuk Sub-district. Based on data from the Population and Civil Registry Office, the number of IKD registrations in Kelurahan Periuk is 1,585, with only 1,536 activations, leaving 50 residents who have not activated IKD. This data reinforces

the fact that community understanding and participation in this area still needs to be improved. The following is a table of IKD activity data in Kecamatan Periuk:

Table 1. IKD Activities in Periuk Sub-District

Region	Number of IKD Registrations	Not Activated	Already Activated
Tangerang City	65,540	1,879	63,743
Periuk Subdistrict	8,664	178	8,494
Periuk Urban Village	1,585	50	1,536
Gembor Urban Village	2,110	42	2,070
Gebang Raya Urban Village	2,371	48	2,326

Source: Kelurahan Periuk Jaya, 2025

The lack of an effective communication approach and the lack of application of New Public Service (NPS) principles in public services in Kelurahan Periuk Jaya are the main challenges. The principles of NPS, which emphasize services based on community needs, citizen participation, and improving service quality, do not seem to have been applied optimally (Khoirunnisa et al., 2023). To achieve public services that are in accordance with the NPS principles, strategic steps are needed that include increasing comprehensive socialization, wider use of information technology, and communication approaches that actively involve the community. Without these changes, challenges such as low public understanding and low IKD activation rates will continue to be obstacles in realizing inclusive and quality public services (Srihardjono & Restyaningrum, 2018).

This shows that the implementation of digital systems such as IKD requires not only adequate technology, but also a communication and service management approach that focuses more on the needs of citizens. Thus, the application of NPS principles in Kelurahan Periuk Jaya becomes very relevant to answer this challenge and create more responsive and community-oriented public services. Based on the descriptions and phenomena described above, which include challenges in optimizing public services through Digital Population Identity (IKD) in Kelurahan Periuk Jaya and the importance of applying the principles of New Public Service (NPS) in improving the quality of services to the community, we will discuss further the research on new public service in the service of making IKD in Kelurahan Periuk Jaya, Tangerang City.

METHODS

This research uses a descriptive qualitative method, which aims to describe and analyze the phenomena that occur in depth related to the application of New Public Service (NPS) principles in Digital Population Identity (IKD) services in Periuk Jaya Village, Tangerang City (Fadli, 2021). A descriptive qualitative approach was chosen because this method allows researchers to explore social reality and interpret the meaning behind the observed phenomena, thus providing a comprehensive understanding of the problem at hand. Data collection in this research was conducted through a combination of primary and secondary data (Sugiono, 2019). Primary data was obtained through in-depth interviews with key informants, namely Kelurahan Periuk Jaya employees who are directly involved in IKD services, as well as through direct observation of the service process in the field. In addition, documentation was used to support primary data, such as archives, official reports, and statistical data related to IKD activation. Secondary data sources include literature from relevant books, previous research results, and other academic references that support data analysis and interpretation. This approach is designed to ensure the validity and reliability of the research results, as well as provide a comprehensive picture of the application of NPS principles in public services in Kelurahan Periuk Jaya.

RESULTS AND DISCUSSION

Researchers have conducted in-depth interviews with Periuk Jaya Village employees who are directly involved in the Digital Population Identity (IKD) service. This interview aims to explore information about the application of New Public Service (NPS) principles in public services in the area. Researchers used the theory of New Public Service (NPS) Principles from Denhardt J.V & Denhardt R.B (2003) as a reference and discussion in this study.

According to the view of Denhardt J.V & Denhardt R.B (2003), the principles of New Public Service (NPS) include seven important elements, namely: Serving citizens, not just customers, Prioritizing the common good, Valuing citizenship status more than entrepreneurship, Making decisions with a strategic approach and acting democratically, Understanding that accountability is not simple, Providing services with the aim of helping, not controlling, and Prioritizing human values, not just productivity. These seven aspects will be elaborated in the discussion of the research, the results of which are as follows:

Serve Citizens, Not Customers

One of the main goals of implementing IKD is to provide better services to citizens, rather than simply viewing them as customers who must be served transactionally (Martinelli, 2021). Village officials stated that the digital transformation is designed to ensure that people's rights are fulfilled through easier, faster, and safer access to civil registration documents. However, the challenge of people's lack of understanding of the benefits of IKD shows that this approach needs to be accompanied by continuous education so that people's rights can be fully realized. This maximum service is the foundation for building citizens' trust in the government (Setyobudi, 2013).

Seek the Public Interest

In the process of implementing IKD, the kelurahan seeks to prioritize the public interest through socialization on various platforms such as social media and community meetings. This step is important to create a collective understanding of the benefits of IKD. However, based on interviews, this socialization still does not reach the majority of the community, especially those who are not active on social media or who are less educated about technology. This suggests that more inclusive measures are needed to make public interest the main goal of service delivery.

Value Citizenship Over Entrepreneurship

Kelurahan views the community as an integral part of public services, not just an object to be served. This is evident in their efforts to provide technical training to residents who have difficulty accessing or activating IKD. This approach shows respect for citizens as partners in creating better services, while distinguishing between the more profit-oriented entrepreneurial approach and the rights-oriented public service.

Think Strategically, Act Democratically

In interviews, kelurahan officials explained that they have designed strategies such as door-to-door programs to reach out to residents who have not been involved in the IKD program. This step shows a strategic mindset that prioritizes a democratic approach, where the community is directly involved in the service process (Gedeona, 2011). However, the effectiveness of this strategy still needs to be evaluated to ensure that this approach truly addresses the needs of the community as a whole.

Recognize That Accountability Isn't Simple

The challenge of managing outdated domicile data shows that accountability in public service is not simple. Village officials recognize their responsibility to various parties, including the people they serve and the central government. In this context, accountability requires a balance between transparency, efficiency, and regulatory compliance.

Serve Rather Than Steer

IKD implementation is focused on how the kelurahan can help the community adapt to the new system, rather than simply steering them to follow the changes without adequate support. For example, through technical training and a dedicated team to help activate IKD, the kelurahan has shown its commitment to proactively serve the community. However, infrastructure challenges such as uneven internet connectivity hinder the optimization of these services (Fahlevvi et al., 2025).

Value People, Not Just Productivity

The indicators of success of the IKD program mentioned by kelurahan officials do not only focus on the number of registrations and activations, but also on the level of community satisfaction. Align with research from Mohi & Mahmud (2018), This reflects respect for the community as the main subject in public services. For this reason, a more humanistic approach needs to be prioritized, especially in providing education and support to community groups that are less tech-savvy.

Barriers Faced by Kelurahan Periuk Jaya Employees

Based on the results of interviews with Kelurahan Periuk Jaya employees, obstacles in applying the principles of New Public Service (NPS) can be grouped into three main categories:

Barriers to Socialization and Public Understanding

The first barrier is the lack of community understanding of IKD. Most residents do not know the benefits and how to use IKD, so their awareness and participation in the program is still low. In addition, the kelurahan faces limited resources in conducting comprehensive education. Socialization, such as through community meetings or social media, has not reached the entire community, especially those who live in remote areas or are not active on digital platforms (Rianti & Zakiyah, 2024). This low participation indicates that many people do not feel the need to switch to digital systems due to the lack of information they receive.

Technology and Infrastructure Barriers

The second barrier is related to inadequate technological infrastructure. One of the main obstacles is the uneven internet connectivity in the Periuk Jaya Urban Village area, which hampers the process of activating IKD which is fully digital-based. In addition, the technological devices available at the village office are not fully optimized to support digital-based services, thus slowing down the efficiency of services and processing population data.

Administrative and Apparatus Capacity Barriers

The third barrier involves administrative issues and the limited capacity of the kelurahan apparatus. Many residents still use old domicile data that does not match their current residence, making administration and data validation difficult. Village officials also face challenges in managing service accountability, as they must meet the diverse needs of the community while complying with applicable regulations (Nasir, 2025). On the other hand, the lack of technical training for village officials is an obstacle in improving their competence in applying NPS principles and providing digital-based services optimally.

Efforts Faced by Periuk Jaya Village Employees

The efforts of Periuk Jaya Village employees in implementing the New Public Service (NPS) principles in IKD services, namely:

Increased Education and Socialization to the Community

The Kelurahan actively socializes the benefits and use of IKD through community meetings, social media, and door-to-door approaches. In addition, technical training is provided to help residents who lack understanding of technology.

Provision of Technology Support and Specialized Teams

To ensure smooth service delivery, the kelurahan is working to improve its technology infrastructure and establish a dedicated team to assist with the IKD registration and activation process, making it easier and faster for residents to receive services.

Evaluation and Collaborative Approach

The efforts made by Kelurahan Periuk Jaya employees in applying the NPS principles demonstrate a commitment to creating public services that are more inclusive, participatory, and oriented to the needs of the community. Although there are still challenges such as the lack of public understanding and limited infrastructure, the steps that have been taken show a positive direction to realize digital-based public services that are responsive and transparent.

CONCLUSION

The implementation of the New Public Service Principles in the Digital Population Identity making service in Periuk Jaya Village shows the government's efforts to serve the community as citizens by prioritizing the public interest through easy access to population documents. Steps to improve service inclusiveness and responsiveness, challenges such as low public understanding, limited technological infrastructure, and administrative complexity are still obstacles.

SUGGESTION

Increasing socialization, strengthening infrastructure, and technical training for village officials are strategic steps to optimize Digital Population Identity services that are more effective, efficient, and in accordance with the principles of New Public Service.

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