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The Effectiveness of Application of Funeral Service Information Systems in the City of Bandung

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Abstract

To optimize funeral services in the city of Bandung, the Bandung city government through the Cipta Karaya, Construction and Spatial Development Services (Ciptambintar) launched a Funeral Service Information System (Simpelman). Which aims to provide convenience and acceleration of funeral services that were originally conventional to digital or application-based. The research method used in this writing is a descriptive research method with a qualitative approach, the data contained in this study comes from primary data obtained directly from the results of research in the field through interviews and secondary data obtained from relevant literary documents such as journal articles, books to legislation. The Simpelman application can be said to have been effective in its application, this can be proven by the readiness of the Bandung city government in the construction of the Simpelman system accompanied by supporting factors.

Keywords: *Public Policy, Electronic Government, Effectiveness, Application System*

Introduction

In carrying out the concept of regional autonomy, based on the Law of the Republic of Indonesia Number 23 of 2014 it is explained that the regional governments are given the flexibility by the central government to be able to manage or manage their regions because local governments are considered to know better what the actual needs of the people in their respective regions are. With regional autonomy, an autonomous government is expected to be able to solve all the problems that exist in its territory. Such as bureaucratic problems, policy-making, to carrying out services to the community. Service to the community is one of the government's tasks which is regulated by regulation in Law No. 25 of 2009 concerning Public Services. In Article 1 it is explained that public service is one of a series of activities to fulfill needs carried out by the government as implementing activities. The beneficiaries of the service are the general public, either directly or indirectly, with fast, easy, and measurable service standards.

Local government as a service provider to the community are often found that lead to the unpreparedness of the government bureaucracy to provide services with service standards mandated by law. Problems regarding service to the community are common problems that are often studied by many researchers, such as research governance and Decentralization Survey 2002 cited by (Enitasari & Hertati, 2019), which explains that the services provided by local governments to the community are still full of uncertainties. Such as costs, service processes, to the uncertainty of time in completing services. Thus, the community views services in government agencies as rigid, rigid, and complicated. This has a big impact on the attitude of the people who prefer alternative ways to meet their needs, such as preferring service bureaus or providing additional costs so that their needs can be resolved quickly.

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Because the problems above are problems that must be resolved by local governments, therefore local governments must reform the bureaucracy to create innovation in the transformation of public services. In the context of bureaucratic reform, local governments must eliminate the attitude of being the rulers in their area, in which this attitude will have an impact on policies decided by the local government which is often not in line with what the community wants or in other words, there is no correlation between local government policies and the needs of the local community. Public service transformation can be carried out properly whenever, The local government positions itself as a public servant and involves the community in policy-making (Hadi et al., 2020).

Public service innovation has been specifically explained by the PANRB Ministerial Regulation Number 30 of 2014 that, service innovation to the community is a breakthrough in the type of public service that can have a beneficial impact on society. Talking about public service innovation, especially towards the direction of service transformation from traditional methods to modern methods, cannot be separated from the times that have changed the culture of service itself. The cultural changes that occur are caused by the demands of modern society which begin with changes in the social system in the culture of the organization which is influenced by technology and information. This new culture in society is spread massively through information technology, which has a direct impact on changing people's perspectives on public service methods (Sihotang, 2011). Therefore, the transformation in public services is not devoted to the efficiency of local government institutions internally but must consider the satisfaction of the community as an external party that demands local governments to provide information technology-based services.

The development of information and communication technology has had a positive impact on the government in various regions in Indonesia which has made it an alternative for the public bureaucracy towards creating better public services. This service is implemented in a way that all services that originally used traditional media were changed to digital-based services, which utilize information technology and systems in every government activity including serving the community. The digital services discussed earlier are closely related to electronic government where each service uses information and communication technology.

E-government is referred to as a government system process that utilizes information and communication technology as a tool to be able to provide convenience in every service, communication, and transaction process between the government and all elements within the scope of its government such as the public, business organizations, and other non-governmental organizations. Thus, the government bureaucracy can realize government processes that are efficient, effective, and transparent and can be accountable to all of its people. (Hartono et al., 2010). E-government is generally defined as the use of digital-based technology to change habits in government work processes that seem rigid and rigid to become more flexible in facilitating various community needs and the services provided are oriented towards community satisfaction as service recipients. One purpose to implement ite-government in public services is so that local governments can provide better services to local communities, therefore a strong commitment and seriousness are needed from the government bureaucracy to be able to pioneer and be able to start new things in the current bureaucratic culture (Nugraha, 2018).

To be able to implement policies e-government evenly distributed throughout Indonesia, the government under President Megawati Soekarno Putri issued Presidential Instruction Number 3 of 2003 concerning national development policies and strategies-government to all government agencies, especially local governments in Indonesia, to be able to utilize information technology in all forms of service processes in the regions to create effective and efficient services. To utilize information technology systems to improve existing service systems and so that local

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governments can improve the quality of service to the community. So, the government stipulated Presidential Regulation No. 95 of 2018 concerning Electronic-Based Government Systems (SPBE). The Presidential Decree is an embodiment in the context of bureaucratic reform which aims to improve future government services based on service standards. In addition, the Presidential Decree on SPBE is one of the government's seriousness in cutting time in serving the community, as well as the government's efforts to reduce the possibility of extortion practices in services carried out by the government to the people in their area.

Based on the regulations above, the Bandung city government is providing electronic-based services. Decided Bandung Mayor Regulation No. 1470 of 2018 concerning the Smart City Bandung Master Plan. One of the elements of Bandung smart City is smart governance, in providing services to the community the government will transform traditional services into the use of information technology, which is expected to improve the quality of services in the city of Bandung, such as speed in completing administration, accuracy of integrated information data throughout platform Bandung Smart City.

To optimize services in the city of Bandung regarding funeral services, then the Bandung city government through the Cipta Karaya, Construction and Spatial Development Office of the city of Bandung launched a Funeral Service Information System which aims to provide convenience and acceleration for the community in finding the nearest cemetery area with an empty or full cemetery status, as well as facilitating the payment of retribution. Because Simpelman application connected to Bank BJB as a medium for payment of fees. So in its application, people register in the application of Simpelman, choose the nearest cemetery, fill out the requirements, and in the end pay directly without having to meet with the funeral officials, this will reduce the occurrence of illegal fees in funeral services (Humas Kota Bandung, 2022).

Funeral services managed by the local government are a very important form of service for the community. The cause of death is natural, and cannot be predicted. In other words, human death cannot be accelerated or postponed according to human wishes. Therefore, funeral services must be prioritized, which are managed comprehensively and sustainably by the local government, especially the city of Bandung. Talking about funeral services and the provision of land for the benefit of the general public, it has been regulated in Law No. 2 of 2012 Article 10 letter (k) which explains that public burial places must be provided by the government or local government. Therefore, the Bandung city government should provide services and prepare land for the people of Bandung who have died.

Application made Simpelman is one form of the Bandung city government's firmness in minimizing the occurrence of extortion in the city of Bandung, it is not uncommon to find individuals acting on behalf of funeral officials asking for funeral expenses from heirs. One of the cases of extortion in funeral services in the city of Bandung occurred in 2021 at the Cikadut Public Cemetery (TPU), because non-Muslims were not the responsibility of the government, meanwhile according to the head of the Spatial Planning Office for the city of Bandung, explained that regarding the bodies of non-Muslims who are required to pay for funerals it is not justified and the Cikadut TPU is free for residents who died COVID 19 (Putra, 2021).

Because of the problems above, it is the full responsibility of the Bandung city government, therefore the Bandung city government stipulates Bandung Mayor Regulation Number 99 of 2021 concerning the Bandung City Funeral Service Information System which aims to make it easier for mourning residents to get funeral services that are not troublesome, now for registration and payment of levy the people of the city of Bandung do not need to register manually or come to the TPU, with the Simpelman the public can register online and files now no longer need to be copied, but can be copied upload gradually applied Simpelman. Application of Simpelman is the answer to minimize the occurrence of extortion in the field because in practice all mechanisms

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starting from searching TPU, registration, and payments are connected in the application Simpelman. In the regional regulation, it is explained that it is not only the service of providing public burial places and payment of fees, but that there are several services provided by the Bandung city government that are accommodated by the application. Simpelman includes Providing public burial services; Tumpeng funeral services; Excavation and filling of graves; Grave removal or demolition services; Rematorium and Columbarium Services; Services for maintaining the cleanliness of the tomb environment; and Corpse transport service.

Referring to Bandung City Regional Regulation No. 5 of 2023 concerning public funeral services, which leads to digital-based services Simpelman, is the effort of the Bandung city government in realizing Bandung smart City, to facilitate the community in managing funerals in the city of Bandung. But in its application, when researchers make observations. There are still many problems at first, application Simpelman not much is known by the public, this has resulted in many people still registering manually or coming to eater locations to make requests and payments. Second, application Simpelman is still in the process of development, which at this point is still is Web-Based which must be accessed in browsers. Third, not all services contained in the regional regulation on public funeral services can be accessed on the website https://diciptabintar.bandung.go.id/simpelman/.

See some of the problems above. Researchers assume, in the application of the application Simpelman there is no transformation of transactions and communication between the government and the community in funeral services. Therefore, researchers are interested in being able to examine the factors that become an observer and supporters in implementing the application Simpelman as well as analyze how effectively the implementation of the application Simpelman in providing funeral services to the community which is run by the Cipta Karya, Construction Development, and Spatial Planning (diciptabintar) Office of the city of Bandung.

Methods

The research method used in this writing is the descriptive research method with a qualitative approach. This research method is used because it aims with the intent and purpose of the research to examine the factors that become obstacles and supports in implementing the applicationSimple and identify how effective the implementation is Simpelmanin providing services to the people of the city of Bandung, the result of which will be in the form of narrative descriptions. This is following the opinion of experts who state that descriptive research with a qualitative approach will produce research that is narrative or not the result of presenting statistical data. That way, the results of this study will be in the form of words about how effective the implementation is Simpelman in funeral services in the city of Bandung as well as factors that are inhibiting and supporting the implementation of the application Simpelman.

The data contained in this study comes from primary data obtained directly from the results of research in the field through interviews. While secondary data or data is obtained from relevant library documents such as journal articles, books, laws, and regulations to the mass media and other data such as information from agencies related to research.

The collection of primary data and secondary data was carried out using data analysis techniques, the stages were divided into 3 (three) stages namely, First, data reduction obtained by researchers in the field. Second, the presentation of data from data that has been selected. Third, drawing research conclusions and verification (Sugiyono, 2015).

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Results and Discussion

Public service is an activity that is one of the duties and obligations that must be carried out by the government to be able to provide fulfillment of the needs of the community, the implementation of which is carried out professionally and community satisfaction as a reference. In the times, today's public services are different from previous conventional services. More changes in community culture smart and literacy about the development of information technology make society more critical and demand more from the government in providing services (Budianta, 2020).

The demands of modern society for services provided by the government are the beginning of the government having to innovate in improving the quality of services provided to the public. Because if services using traditional methods are still maintained, the government will not be able to accommodate the demands of the people who want services that are fast, economical, and measurable. One solution to the demands of the community in matters of service is the Electronic-Based Government System (SPBE) or what is often known as electronic government. In simple terms, the meaning of government is a process of providing services to the public managed by the government using electronic information technology assistance (Tobing, 2018).

In implementing-government in serving the community, the Bandung city government is one of the areas that are quite serious about implementing an Electronic-Based Government System. The seriousness of the city of Bandung can be proven by its creation platform digital Bandung Smart City, which led the city of Bandung to win an award from the Ministry of Communication and Information with the best title in the category of smart government (Wamad, 2022). Smart government is one of the indicators contained in the platform Bandung smart City, Draft smart government Bandung City is an effort by the Bandung City government to provide services to the community as service recipients to be able to increase community satisfaction, with the principle of openness and convenience for the community in accessing accountable data, and free from KKN practices.

Funeral Service Information System (Simpelman)is one of the digital services owned by the Bandung city government and managed by the Cipta Karta, Construction and Spatial Planning Office (diciptabintar), which utilizes information technology applications to improve the quality of funeral services in the city of Bandung which were previously considered not optimal. It is hoped that the presence of Simpelman will be an answer to the demands of the community which have difficulty processing administrative data for funerals as well as efforts to improve transparent levy payment transactions (KompasTV Bandung, 2022).

Site Simpelman can be accessed at https://diciptabintar.bandung.go.id/simpelman/, on this page there are several features for funeral service options, such as new funeral services, payment for registration services or renewal of grave land leases, funeral car rental services, and information related to TPU managed by the Bandung city government. In Bandung City Regional Regulation No. 5 of 2023 concerning public funeral services, in article 4 it is explained that there are 14 TPUs set by the Bandung city government, among them. Astana Anyar, Babakan Ciparay, Cibarunay, Ciburuy, Cikadut, Cikutra, Gumuruh, Legok Ciseureuh, Maleer, Nagrog, Pandu, Rancacili, Sirnaraga and Cibiru.

To apply for funeral services, based on Bandung City Mayor Regulation No. 99 of 2021 the applicant must log in to the application Simpelman by first creating an account using the heir's NIK KTP and filling out the form provided on the page Simpelman, after having an account, the applicant can continue registration by filling out the administration with the documents that must be prepared are the heir's KTP, the deceased's KTP, a photo of the deceased and a death certificate, this data is upload periodically. After success, the applicant will be directed to the

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page for filling in the data file that has been input, if the funeral plan submission is approved, the applicant will receive an approval notification on the application Simpelman. after the applicant gets an approval notification, the system will automatically display the payment code number/virtual account and funds that must be paid by the applicant, payment of funeral fees through Bank BJB by using the code pay/virtual account that has been sent. After making the requester can see the status of the payment and can download receipts or receipts. Thus, the applicant does not need to return to the local TPU officer, because the administrative settlement and payment of fees have been accommodated in the application Simpelman.

According Warwick (1979) (Abdullah, 1988) says that there are inhibiting factors (Impending conditions) and supporters (Facilitating conditions) in the implementation stage of the program implementation which will affect the sustainability of the program. This includes when the Bandung city government seeks to realize the implementation of the 2018-2023 Bandung city RPJMD mission which aims to realize good and clean governance, by implementing Simply. The researcher found these two factors, along with supporting and inhibiting factors for implementation Simpelman the city of Bandung:

1. Supporting Factors

Supporting factors in the application Simpelman in the city of Bandung, namely, a regional regulation that encourages implementation has been enacted Simpelman namely Bandung City Regional Regulation Number 5 of 2023 concerning public funeral services, which in the regional regulation contains the organization of funerals in the application process, administration, and retribution payments are carried out using an online system with an application Simpelman. where the rules encourage all elements to use the application Simpelman.

The next supporting factor is that the facilities and infrastructure in the city of Bandung are very adequate, with the availability of adequate computers and internet devices that will support the implementation of digital-based funeral services, in addition to the application of human resources (HR) or employees owned by diciptabintar Bandung city are very adequate (quality), especially to operate computers and provide online services.

Another supporting factor is the culture of the people in the city of Bandung who are already literate in technology, and very influential in the sustainability of online funerals, in which almost all the people of the city of Bandung have a cellphone and are accustomed to using a cellphone in fulfilling their needs, such as online shopping, ordering food online, payment transactions mobile banking and so on, this will make it easier to transform conventional systems to digital.

2. Inhibiting Factors

Inhibiting factors in implementation Simpelman in digital-based funeral services are, Simple people not much is known by the people in the city of Bandung, this has an impact on the initial goals of development Simpelman namely for the transformation of conventional transactions into digital services. This happens because there are still many applicants who still come to TPU officers or are known as the Service Technical Implementation Unit (UPTD) to carry out transaction submissions and retribution payments.

Another inhibiting factor is in terms of the application web-based, so people have to go to the link page https://diciptabintar.bandung.go.id/simpelman/ which is considered by the community to be complicated and complicated. So, if the applicant prefers to carry out manual transactions, come to the UPTD to submit files, and pay fees, this has an impact on delays in the administrative process. Because the applicant is making a manual transaction, the files, and requirements must still be input and uploaded in the application Simpelman. So the local UPTD has to work extra because of this inhibiting factor.

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In addition, the inhibiting factors that affect the smooth implementation Simpelman is about information data, data displayed in application features Simpelman incomplete, there is some data information that is not contained in the Simpelman. As in the new funeral service feature, there are only 13 TPU locations available for selecting TPU locations, whereas, in Bandung City Regional Regulation No. 5 of 2023, there are 14 TPUs managed by the Bandung city government. The absence of a location for selecting the Cibiru TPU will have an impact on applicants who come from the surrounding TPU.

The effectiveness of implementing the Funeral Service Information System (Simpelman)in the city of Bandung

The development of community culture in areas that are more modern and open has an impact on their demands for services provided by the government. Therefore, the government must be extra in fulfilling these needs. The efforts made by the government in various regions depend on the strategies and policies that are decided. Including in the city of Bandung, in meeting the needs and demands of the public regarding funeral services, the Bandung city government has implemented a policy for organizing funerals with online transactions using an application. Simpelman aims to fulfill the demands of the community through simple and easy funeral services by utilizing information technology.

To find out whether the Bandung city government succeeded or not in implementing the application Simpelman in the policy strategy, it can be seen from how useful the application is for the community as users, therefore it is necessary to measure whether it is implemented Simpelman has been effective or not in its implementation. Nawawi (2013) argues that one of the goals of implementing policies is to create effectiveness so that the government process becomes better than before. The word effectiveness relates to the relationship between output and goals to be achieved, the greater the output obtained, the more effective the program has been determined (Enitasari & Hertati, 2019). To measure the effectiveness of implementation Simpelman in the City of Bandung, researchers used the theory of effectiveness according to Ni Wayan Budiani's view (Budiani, 2007) hich states that in measuring program effectiveness there are 4 (four) variables, including the accuracy of program targets, program outreach, program objectives, and monitoring.

1. Accuracy of Program Targets

Based on the results of the research, the target of implementing the program Simpelman is specifically for the people of the city of Bandung in meeting the needs of the surrounding community in funeral services, which is why he created Simpelman This is so that the people of the city of Bandung will no longer have difficulties in requesting funeral services and minimize the occurrence of extortion by irresponsible persons because by implementing Simpelman will reduce direct transactions between the community and TPU officers, in other words, the transaction process is carried out online.

2. Program Outreach

In terms of the socialization of application implementation Simpelman to the community, the Bandung city government, especially the Ciptabintar service carried out socialization online and offline, online on Ciptabintar's social media, and offline Notification is made to the people who come to the UPTD and not yet massively because there are still many people in the city of Bandung who do not know about the application Simpelman, this is in line with the large number of applicants who come to TPU or UPTD officials for transactions requesting the provision of burial land and payment of retribution fees on the spot.

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3. Program Objectives

Purpose of the application program Simpelman as stated in the Bandung Mayor Regulation Number 99 of 2021 that Simpelman created for optimization to improve funeral services to the community, to make it easier for the community to access information about funeral services.

4. Monitoring

Based on the results of the application program research Simpelman, the Bandung city government through the Ciptabintar service can be assessed as having carried out monitoring. This can be proven by the existence of a team of technicians within the Ciptabintar internal office, specifically for application development Simpelman such as improving information data for the community, in addition to monitoring the application implementation SimpelmanThis is done by always conducting evaluations in implementation Simpelman. In addition, the Ciptabintar service is always open to external parties if they wish to provide input for application development Simpelman, with the hope that it will get better in its application by what it aspired to.

Conclusion

Based on the results of the research in the previous chapter, the authors can conclude the implementation of the application Simpelman it can be said that it has been effective in its application, this can be proven by the readiness of the Bandung city government in building the system Simpelman accompanied by supporting factors. For example, facilities and infrastructure that already have the culture of the Bandung city community can be brought for transformation from conventional to digital, apart from that the seriousness factor of the Bandung city government in implementing Simpelman has a major influence on the success of implementation Simpelman is the issuance of Bandung City Perwal No 99 of 2021 and Bandung City Regional Regulation No 5 of 2023 concerning public funeral services. However, several factors have not run optimally, namely on the part of the community as users, people don't know about the application Simpelman is a factor hindering implementation Simpelman. In addition, application Simpelman which is still in shape Web-Based must be developed Mobile-apps which can be downloaded by users on iOS and Android, with the aim that people can more easily apply for funerals.

Suggestions from researchers are, Bandung city government must have a strategy for disseminating applications Simpelman to the community, for example giving directions to all RW and RT devices to be able to socialize the application Simpelman to the people in their respective regions so that the community will easily find out about funeral services based on online. Besides that, to facilitate public access, the Bandung city government immediately carried out repairs and developed mobile apps so that people can download the application, Simpelman.

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