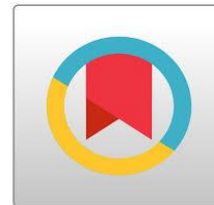


The Diffusion of Innovation on the Village’s Population Administration Service (*Pesta Dansa*) in Sukoharjo Village, Sukoharjo District, Wonosobo Regency



Difusi Inovasi Pelayanan Administrasi Kependudukan di Desa (*Pesta Dansa*) di Desa Sukoharjo, Kecamatan Sukoharjo, Kabupaten Wonosobo

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ARTICLE INFORMATION	
<p>Keywords <i>Diffusion of Innovation;</i> <i>Pesta Dansa Innovation;</i> <i>Public Service;</i></p>	<p>ABSTRACT This research aims to review the diffusion of innovation on “<i>Pesta Dansa</i>” (<i>Pelayanan Administrasi Kependudukan di Desa</i>) or the Village’s Population Administration Service in Sukoharjo Village, Sukoharjo District, Wonosobo Regency. The involved parties in this research are including the Population and Civil Registration Service of Wonosobo Regency, the Sukoharjo Village’s Government, as well as the community receiving the “<i>Pesta Dansa</i>” innovation service. This research uses a mixed method combined with a case study approach. The results show that the diffusion of “<i>Pesta Dansa</i>” innovation in Sukoharjo Village has been running well. This is evidenced by the successful implementation of “<i>Pesta Dansa</i>” innovation in Sukoharjo Village, by referring to 5 indicators proposed by Roger in the diffusion of innovation theory, including; 1) Knowledge, the “<i>Pesta Dansa</i>” innovation has the suitability of benefits to the problem of population administration services in Sukoharjo Village; 2) Persuasion, the success of Sukoharjo Village’s government in introducing the “<i>Pesta Dansa</i>” innovation to the community; 3) Decision, the acceptances and supports from the Sukoharjo Village’s government as well as the community towards the implementation of “<i>Pesta Dansa</i>” innovation; 4) Implementation, the success of Sukoharjo Village’s government in applying the “<i>Pesta Dansa</i>” innovation to the community; 5) Confirmation, the community’s assessment and evaluation survey results regarding the implementation of “<i>Pesta Dansa</i>” innovation by the Sukoharjo Village’s government.</p>
<p>Kata Kunci <i>Difusi Inovasi;</i> <i>Inovasi Pesta Dansa;</i> <i>Pelayanan Publik;</i></p>	<p>ABSTRAK Penelitian ini bertujuan untuk menganalisis difusi inovasi Pesta Dansa (<i>Pelayanan Administrasi Kependudukan di Desa</i>) di Desa Sukoharjo, Kecamatan Sukoharjo, Kabupaten Wonosobo. Adapun pihak-pihak yang akan terlibat dalam penelitian ini adalah Dinas Kependudukan dan Pencatatan Sipil Kabupaten Wonosobo, Pemerintah Desa Sukoharjo dan masyarakat penerima layanan inovasi Pesta Dansa. Penelitian ini menggunakan metode campuran dengan pendekatan studi kasus. Hasil penelitian menunjukkan bahwa difusi inovasi Pesta Dansa di Desa Sukoharjo telah berjalan dengan baik. Hal ini di buktikan dengan keberhasilan penerapan inovasi Pesta Dansa di Desa Sukoharjo dengan mengacu pada 5 indikator teori difusi inovasi dari roger meliputi ; 1) Pengetahuan, inovasi Pesta Dansa memiliki kesesuaian manfaat terhadap persoalan pelayanan administrasi kependudukan di Desa Sukoharjo; 2) Persuasi, keberhasilan pemerintah desa Sukoharjo dalam memperkenalkan inovasi Pesta Dansa kepada masyarakat; 3) Keputusan, penerimaan dan dukungan dari Pemerintah Desa Sukoharjo serta masyarakat terhadap penerapan inovasi Pesta Dansa; 4) Implementasi, keberhasilan pemerintah Desa Sukoharjo dalam</p>

	menerapkan inovasi Pesta Dansa kepada masyarakat; 5) Konfirmasi, hasil survey penilaian dan evaluasi dari masyarakat terkait penerapan inovasi Pesta Dansa oleh Pemerintah Desa Sukoharjo.
Article History Send 16 th Augustus 2022 Review 03 th October 2022 Accepted 04 th December 2022	Copyright ©2022 Jurnal Aristo (Social, Politic, Humaniora) This is an open access article under the CC-BY-NC-SA license. Akses artikel terbuka dengan model CC-BY-NC-SA sebagai lisensinya. 

Introduction

This research aims to analyze the diffusion of innovation on "*Pesta Dansa*" (*Pelayanan Administrasi Kependudukan di Desa*) or the Village's Population Administration Service in Sukoharjo Village, Sukoharjo District, Wonosobo Regency. According to the Law No. 25 of 2009 regarding Public Services, it is explained that Public Service is an activity or series of activities conducted to fulfill the service needs in accordance with the laws and regulations for every citizen and resident on goods, services and/ or administrative services provided by the public service providers. To fulfill the service needs of the community, agencies/ governments are responsible to provide services for the community effectively and efficiently (Andhika 2018; Cordella and Tempini 2015). Effective and efficient services can be accomplished by the development or the reform of services in the governmental sector.

The implementation of public service in the governmental sector in Indonesia is lacking and far from the so-called good governance. There are various problems in the implementation of public services felt by the community. For example, when the community want to manage something in a government office, they feel that the procedures are convoluted, slow or take a lot of time, require large costs including additional costs, unfriendly services, the occurrence of collusion, corruption and nepotism practices and other problems (Rahmawati 2017; Yusriadi and Misnawati 2017). Therefore, the development of services in the governmental sector needs to be carried out by bringing up innovations in the field of public service implementation.

One of the most important processes in the effort to achieve the public welfare in public services is to make a breakthrough/ innovation (Eldo and Mutiarin 2019). Public service innovation is part of the efforts in improving or reforming the bureaucracy (Atthahara 2018; Hadi, Asworo, and Taqwa 2020). Creating innovations in the implementation of public services is not only carried out at the central level, but also at the sub-district and even at the village levels. Service innovation also aims to fulfill the needs of the community in the sector of public services, effectively and efficiently.

Research on public service innovation has grown positively in many academic circles. A previous research (Adypurnawati and Hariani 2019) has revealed that the main focus of innovations presented in the public domain must have renewal, added value or benefits from the previous service processes, the ease of access, as well as have been tested. Further, some researches (Andhika 2018; Triana and Aryani 2021; Wicaksono 2019) discuss about the process of managing innovation and the benefits of innovation presented in the governmental sector in a very positive value, and it's able to improve the quality of public services to be more effective and efficient. Supporting this research, the presence of innovations in the public

administration process in the governmental sector is stated to receive a positive reaction from the public, which increasing the community’s satisfaction and participation toward the public services provided by the government (Eldo and Mutiarin 2019; Saputra, Marlinda, and Sufi 2018).

However, in the contrary, other researches (Madaningsih 2021; Ndia and Sasmito 2019) reveal that the implementation of public service innovations are valued as not optimal due to the lack of understanding as well as the ignorance of the public in accessing the online-based service innovations. The non-optimal implementation of public service innovation is also caused by several other factors, including inadequate apparatus resources, failure of device systems or pre-facilities when accessed, low public awareness and human resources, and other problems (Kristanto 2018; Wulandari, Suranto, and Priyo Purnomo 2019). From several research sources above that examine the innovations in public services, some weaknesses are found, such as; the researches focus on the implementation of innovations including the advantages of using innovation, obstacles and challenges, yet they are weak in the studies related to the process of communicating innovation to service recipients as well as the reaction/response of the service recipients after using the innovations presented.

Furthermore, several previous studies examining the public service innovation are lacking in reviews on how innovation can be processed from the beginning of its formation/creation, the communication process, the decision making to the implementation stage and the confirmation or assessment to review the public service innovation thoroughly and comprehensively. In addition, those previous researches are selected through the *bibliometric analysis of VOS Viewer*, by analyzing documents sourced from a number of Scopus indexed journals related to the public service innovations, as follows:

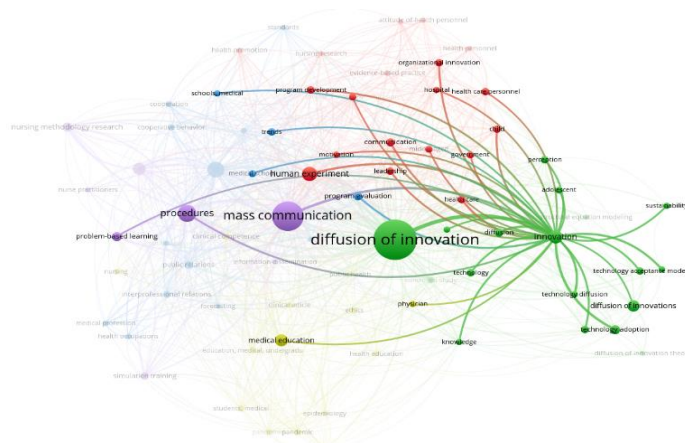


Figure 1. Bibliometric analysis with VOS Viewer App on Public Service Innovation

Source: Data processed by the author using Vos Viewer, 2022

The image above is the analysis result of library searching processed by using VOS Viewer. Based on the picture, it can be indicated that the research related to the diffusion of innovation has been conducted in some previous studies. However, there have been no research about the diffusion of innovations focused on the public service innovation. Hence, it is necessary to conduct a profound research on the diffusion of innovations that not only focusing on the communication process of spreading an idea in one area, but also to review the process of adopting/ using innovations as well as managing the innovations introduced by the initiators to the organizers and the beneficiaries, that are implemented comprehensively.

The Population and Civil Registration Service of Wonosobo Regency is one of the government agencies that has presented innovations in the field of population administration services, to support public services to be more optimal and facilitate the two involved parties, the servant and the served one. One of the public service innovations implemented by the Population and Civil Registration Service of Wonosobo Regency is the innovation of “*Pesta Dansa*” (*Pelayanan Administrasi Kependudukan di Desa/ the Village’s Population Administration Service*) (Hidayat 2022; Regional Secretary of Wonosobo Regency 2022). The innovation of “*Pesta Dansa*” is presented as a solution to overcome the problem of online-based population administration services through a website that often experiencing access failures, and to minimize the queue of people who come directly to manage their population documents & civil registrations at the Population and Civil Registration Service of Wonosobo Regency.

In this research, Sukoharjo Village located in Sukoharjo District, Wonosobo Regency is selected as the research case study, since Sukoharjo Village is one of the villages that has

implemented the *Pesta Dansa* innovation. In addition, the location and condition of the Sukoharjo Village area, which is hilly and far from the center of Wonosobo City, become the reason why the researchers choose Sukoharjo Village as the research case study. Based on the results of observations conducted, there are several people in Sukoharjo Village have no understanding and are limited in facilities & infrastructure in accessing the online-based population administration services through the website provided. Furthermore, the community complaints in Sukoharjo Village are related to the distance and the amount of travel costs in handling their population administration documents at the Population and Civil Registration Service of Wonosobo Regency office.

One interesting thing that adds an insight to this research is the initiative of the Population and Civil Registration Service of Wonosobo Regency to collaborate with the village government in providing the population administration services to the community within the scope of the village, which was previously delegated mostly to the district government. However, the presence of these innovations needs to be reviewed, whether they are able to improve and enhance the quality of services in the governmental sector for the better. Therefore, the author will analyze the diffusion of the *Pesta Dansa* innovation which has been implemented by the village government to the community in Sukoharjo Village, Sukoharjo District, Wonosobo Regency.

Method

This research applies a mixed method with an exploratory sequential design type (Creswell and Jhon W 2013). Mixed method research with exploratory sequential design is a type of research design that involves two phases of research: the qualitative research in the initial phase and the quantitative research in the second phase by applying the initial phase's results.

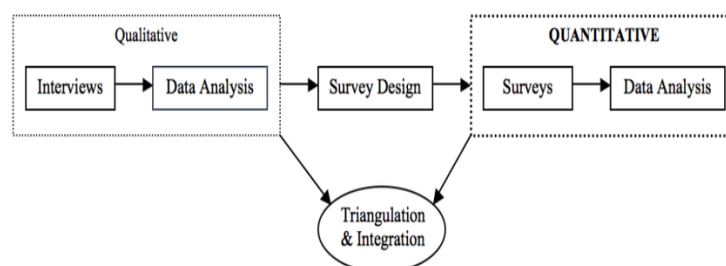


Figure 2. Mixed Method Model
Source: (Creswell and Jhon W 2013)

In the initial phase of qualitative research, the data collection technique used is in-depth interviews with some selected speakers who are able to answer the required data, including the

Head of the Population Administration Section at the Department of Population and Civil Registry of Wonosobo Regency, the Head of Sukoharjo Village and the community - user of the *Pesta Dansa* innovation. Meanwhile for the second phase of quantitative research, it applies a survey data collection technique. The sampling approach used is the non-probability sampling by applying the purposive sampling to sort out the research's respondents from the community who have accessed the population administration documents through the innovation of *Pesta Dansa* in Sukoharjo Village.

The population of this research is taken from the total population in Sukoharjo Village that reaching 4,092 people (BPS, 2020). The research's samples are selected by using the purposive sampling technique, and several characteristics of respondents are produced in this research including; the people of Sukoharjo Village, aged around 17-60 years and have used the *Pesta Dansa* innovation independently or through admins from the Sukoharjo Village's government. Furthermore, the amount of samples is calculated by using the slovin formulation technique with an error margin of 10% and producing 100 samples.

The successfully-collected data in the initial phase will be first analyzed with the interactive techniques, such as by reducing the obtained data according to the data needs, then transcribing the obtained data, and the last drawing conclusions from the obtained data in the initial phase. The results in the second phase of quantitative research will apply the descriptive statistical technique - the technique used to analyze the obtained data by describing the data collected. Data analysis also utilizes the NVIVO 12 plus software with the Crosstab Analysis feature. This feature helps in analyzing the data collected from the interviews toward a number of speakers.

Results and Discussion

Sukoharjo Village is one of the villages in Wonosobo Regency that has applied the innovation of *Pesta Dansa*. Based on the results of an interview with the Head of Sukoharjo Village, the main reason for the Sukoharjo Village's government to implement the innovation of *Pesta Dansa* is the suitability of benefits and problems related to the process of population administration services at the Population and Civil Registration Service of Wonosobo Regency, as complained by the community in Sukoharjo Village. The following are the review results of the *Pesta Dansa* innovation that have been implemented by the Sukoharjo Village's government:

The Innovation of *Pesta Dansa* (*Pelayanan Administrasi Kependudukan di Desa/ the Village's Population Administration Services*)

The innovation of *Pesta Dansa* is created by the Population and Civil Registration Service of Wonosobo Regency as an effort to fulfill the population administration services to the community on a village scale. The *Pesta Dansa* innovation was inaugurated at the beginning of January 2022, which was held in the hall of the Multipurpose Building in Wonokromo Village, Mojotengah District, Wonosobo Regency (Sekertariat Daerah Kabupaten Wonosobo, 2022). The *Pesta Dansa* innovation is able to assist people in Wonosobo Regency to access the population administration services through the Village Government Office by utilizing the Whatsapp application.

Before the existence of the *Pesta Dansa* innovation, there were several problems with the population administration services in Wonosobo Regency, as complained by many people. Based on this, the researchers succeed in identifying problems of the population administration services in Wonosobo Regency before the existence of the *Pesta Dansa* innovation through an interview process with the people from the Population and Civil Registration Service of Wonosobo Regency. In addition, the researchers trace the previous sources contained in journals, articles and others, as well as analyze it by using the Nvivo 12 Plus Software with the following results:

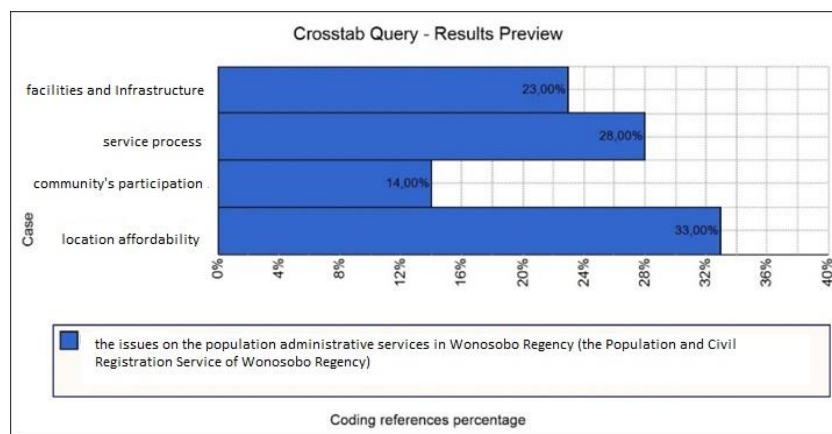


Figure 3. Identification of Problems on the Population Administration Services in Wonosobo Regency

Source: Data processed by the authors using Vos Viewer, 2022

The picture is the identification result of several problems on the population administration services in Wonosobo Regency. Based on the image, Location affordability is a problem in the process of population administration services in Wonosobo Regency, which is the most dominant among others with a percentage of 33%. Some people in Wonosobo

Regency who live far from the city center complain about the distance to the office of the Population and Civil Registration Service, Wonosobo Regency. This is due to the geographical conditions of Wonosobo Regency, which is mostly dominated by mountainous areas.

The next problems identified are the services process as well as the facilities and infrastructure with a percentage of 28% and 23% respectively. Whereas, the community participation has the lowest percentage with a percentage of 14%. Before the existence of the *Pesta Dansa* innovation, the implementation of online-based population administration services at the Population and Civil Registration Service of Wonosobo Regency can be accessed through their official website, *disdukcapil.wonosobokab.go.id*. Nevertheless, the implementation often experiences problems, such as failures to access the population administration registration caused by the website itself.

Furthermore, the public incomprehension as well as the limitation of facilities and infrastructure, such as the availability of smartphones/ androids and internet networks in several regions, become other inhibiting factors in the implementation of online-based population administration services through a website. The limitation of facilities and infrastructure as well as the incomprehension of the public in accessing online services bring impact on the queue of people who come directly to manage their population documents at the Population and Civil Registration Service of Wonosobo Regency. Some of these issues cause a decrease in the level of public participation and awareness in handling their population documents. Therefore, the Population and Civil Registration Service of Wonosobo Regency collaborates with the village government to organize the *Pesta Dansa* innovation, to assist people in Wonosobo Regency in receiving the population administration services.

At the beginning upon to the release of the *Pesta Dansa* innovation, there were several village governments that have organized the *Pesta Dansa* innovation in stages, especially the Sukoharjo Village's government. From the early stages of the release until now, the *Pesta Dansa* innovation only provides three types of population administration services including the making of birth certificate, death certificate and family card. Meanwhile, other population administration services such as Identity Card, Child Identity Card, Moving Letter and others only be served through the District Office or the office of the Population and Civil Registration Service, Wonosobo Regency. The researchers apply the Diffusion of Innovation Theory proposed by Rogers (Rogers 2003) to analyze the innovation of *Pesta Dansa* implemented in Sukoharjo Village through 5 elements, including Knowledge, Persuasion, Decision, Implementation and Confirmation.

Knowledge

According to Donsu (in Purnamasari and Raharyani 2020), knowledge is an important domain for the formation of open behavior. In support of this, knowledge of an object contains two aspects, the positive aspects and the negative aspects, which determine the person's attitude. The more positive aspects from the object known, then the more positive his/ her attitude towards a particular object (Notoatmodjo 2010; Setyawan, Kalalinggi, and Anggraeni 2019). Regarding the indicator of knowledge in the diffusion of *Pesta Dansa* innovation, the researchers indicate the relative advantages of the *Pesta Dansa* innovation and the public awareness in Sukoharjo Village towards such innovation.

The researchers have conducted an interview toward one of the staffs in the Population and Civil Registration Service of Wonosobo Regency, of which the result has been analyzed by using the Crosstab feature on the Nvivo12 plus software as the following:

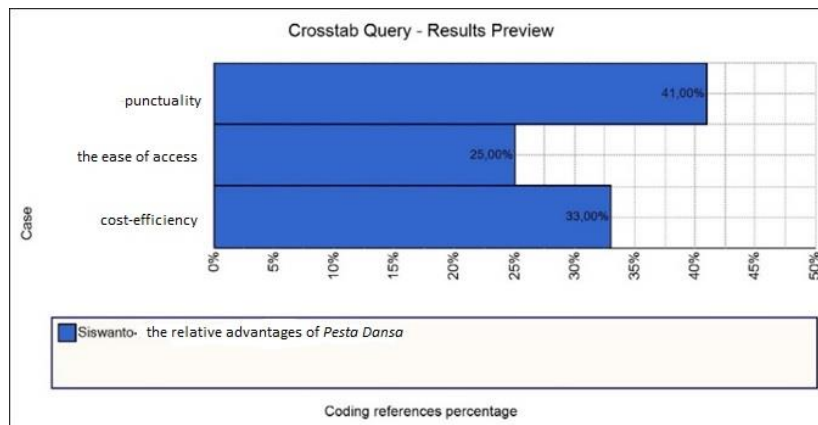


Figure 4. The Relative Advantages in Using the *Pesta Dansa* Innovation toward the Community in Wonosobo Regency

From the above results, it can be concluded that punctuality is the dominant advantage of the *Pesta Dansa* innovation with a percentage of 41%. Then, it is followed by the cost efficiency with a percentage of 33% and the ease of access with a percentage of 25%. The results of analysis show that the *Pesta Dansa* innovation is expected to improve the population administration services in Wonosobo Regency more effectively, in terms of cost, time and access easiness. People are no longer required to queue and come directly to the Population and Civil Registration Service of Wonosobo Regency to handle their population documents, as the process of population administration services can be served through the village government office.

To review the awareness of the service recipients towards the existence of *Pesta Dansa* innovation, the researchers have conducted interviews with two people in Sukoharjo Village who have accessed the innovation service of the *Pesta Dansa*. Based on the results of the

interview, one of the speakers reveals that he knows about the *Pesta Dansa* innovation through an information banner installed in front of the Sukoharjo Village’s Government Office. Thus, it triggers a curiosity to know and try the innovation of the *Pesta Dansa*. Meanwhile for the second speaker, he reveals that he knows the existence of *Pesta Dansa* innovation from the local resident’s Chairman (RT) when handling a Birth Certificate and changing the family card’s data.

Persuasion

According to Keraf (in Darmawan 2021), persuasion is an art of word processing with a purpose to convince an individual to do something that the messenger want in the present or future. Supporting this statement, persuasion is a process aimed to change the attitude or behavior of individuals personally or in groups toward one issue, theme, event or other object that is abstract, such as an idea or something actual such as the product used (Nurliana 2021). Persuasion is an indispensable part in the communication process of individuals, as it is an attempts of a messenger to provide and magnify the influence of the conveyed message to the recipient of the message (the receiver) (Putri and Lukmantoro 2015).

Efforts in introducing the *Pesta Dansa* innovation to the community are conducted with a top-down communication pattern. According to Sururi (in Susanti, Suwandono and Mussadun 2019), top-down communication pattern is a process of communication by placing the highest control in the government as the giver of directions. In this case, the Population and Civil Registration Service of Wonosobo Regency becomes the guide in introducing and implementing the *Pesta Dansa* innovations to the community by involving both the district and the village governments. The authority delegation of some duties on population administration to the district government and the village/ sub-district government has been stated in the Article 11 of the Wonosobo Regency Regional Regulation Number 8 of 2018 regarding the Implementation of the Population Administration.

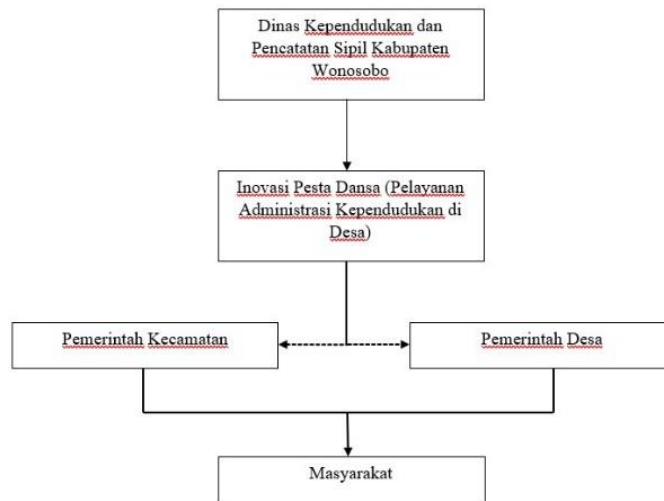


Figure 5. The Process of Introducing the *Pesta Dansa (Pelayanan Administrasi Kependudukan di Desa)* Innovation in Wonosobo Regency

Source: Data Processed by the Authors, 2022

In this indicator, researchers also observe some efforts conducted by the Sukoharjo Village’s Government in introducing the innovation of the *Pesta Dansa* to the community. Based on the results of an interview with the Head of Sukoharjo Village, it is revealed that the Sukoharjo Village’s Government has performed a socialization program to the community and installed banners containing the information about the *Pesta Dansa* Innovation in front of the Sukoharjo Village’s Government Office. Furthermore, the Head of Sukoharjo Village states that there is a cooperation between lines involving the district government, the Sukoharjo Village’s Government, the head of sub-village and the local resident’s Chairman (RT) to introduce the *Pesta Dansa* innovation thoroughly.



Figure 6. The Dissemination of *Pesta Dansa (Pelayanan Administrasi Kependudukan di Desa)* Innovation from the Sukoharjo Village’s Government to the Community

Source : Sukoharjo Village’s Government, 2022

Decision

Decision refers to the result of solving a problem that must be faced firmly and systematically (Anwar 2014). Supporting this, Lipursari (in Hayati, Zulvira, and Gistituati

2021) states that in the decision making process, first it must consider the facts and then find a logical solution and perform an assessment against the obtained results/ achievements from the problems faced. In this research, decision is reviewed as the result of the decisions regarding the *Pesta Dansa* innovation made by the government as the organizer and the community as the target of innovation.

The innovation of *Pesta Dansa* receives various appreciations and supports from several parties, one of which is the Government of Wonosobo Regency. The Government of Wonosobo Regency attends and inaugurates the innovation of *Pesta Dansa* led by the Regent of Wonosobo Regency, by providing a statement of support and appreciation to the Population and Civil Registration Service of Wonosobo Regency regarding the Implementation of *Pesta Dansa* innovation to the community (Hidayat 2022; Susanto 2022). In addition, supports and appreciations also come from the district & the village governments as well as from the community in Wonosobo Regency regarding the implementation of *Pesta Dansa* innovation.



Figure 7. Launching / Inauguration and the Decision Making Activities regarding the *Pesta Dansa (Pelayanan Administrasi Kependudukan di Desa)* innovation

Data source: the Population and Civil Registration Service of Wonosobo Regency, 2022

Based on the interview results, the Head of Sukoharjo Village expresses the positive side of the *Pesta Dansa* innovation that can assist its citizens in obtaining the population administration services quickly and cost-effectively. Furthermore, he expresses readiness and has already implemented the *Pesta Dansa* innovation to the community in the Sukoharjo Village. In addition, the researchers also conduct interviews with two other speakers who use the *Pesta Dansa* innovation. They express their support for the innovation of *Pesta Dansa* and hope that the *Pesta Dansa* innovation introduced by the Population and Civil Registration Office of Wonosobo Regency and the Sukoharjo Village's Government can assist them in accessing the population administration services.

The implementation of *Pesta Dansa* innovation by the Population and Civil Registration Service of Wonosobo Regency is an effort to improve the quality of public services as well as the solutions for service problems offered to the community. Efforts to

improve the quality of public services in the governmental sector through innovations has been listed in the Regulation of the Minister of State Apparatus Empowerment and Bureaucratic Reform of the Republic of Indonesia Number 30 of 2014 concerning the Guidelines for Public Service Innovation. The policy states that the efforts in improving the quality of public services are by enhancing the service regulations in order to speed up and simplify the service processes and mechanisms, as well as by improving the capacity of the human resources as the service apparatus. Therefore, the implemented *Pesta Dansa* innovation is expected to be able to improve the quality of services in the field of population administration in Wonosobo Regency.

Implementation

Hamalik (in Wahyu and Rahmat 2018) explains that implementation is a process of applying ideas, concepts, policies or innovations in the form of practical actions, thereby bring an impact, both in the form of changes in knowledge, skills, as well as in values and attitudes. Based on the explanation, the researchers observe the implementation process of the *Pesta Dansa* innovation conducted by the community and the government of Sukoharjo Village through a review on the service process, facilities and infrastructure, as well as the employee competence. Based on the interview results, the Head of Sukoharjo Village states the readiness of the Sukoharjo Village's Government in implementing the innovation of *Pesta Dansa*. This is evidenced by the optimal service implementation, the availability of facilities and infrastructure, as well as the qualified employee competence.

The availability of facilities and infrastructure to support the innovation of *Pesta Dansa* at the Sukoharjo Village's Government Office is adequate, including the electronic devices from computers, printers, internet networks and comfortable service rooms for the community. Based on the researchers' observation results in the field, Sukoharjo Village's Government Office has three sets of computers and printers. One set of computer and printer is used specifically to register to the *Pesta Dansa* innovation by the community in Sukoharjo Village. Furthermore, the type of internet network used by the Sukoharjo Village's Government Office is Wi-Fi. In addition, the service room consists of several chairs, tables and some stationeries that is available at the village government office to provide public services, thus the *Pesta Dansa* innovation can be implemented optimally.

The service process conducted through the innovation of *Pesta Dansa* can only serve three types of services, including the making of Birth Certificate, Death Certificate and Family Card. Nevertheless, the existence of *Pesta Dansa* innovation receives a positive response from the community in Sukoharjo Village. This is evidenced by the active participation of the

community in Sukoharjo Village in using the innovation of *Pesta Dansa* as shown in the following results:

Table 1. The Number of *Pesta Dansa* Innovation’s Users in Sukoharjo Village, Sukoharjo District, Wonosobo Regency in January-June 2022

No	Month	Type of Service			Amount of Registrant
		Birth Certificate	Death Certificate	Family Card	
1	January	2	3	2	7
2	February	2	2	2	6
3	March	3	2	3	8
4	April	3	3	2	8
5	May	4	2	6	12
6	June	3	2	5	10
Total Number of <i>Pesta Dansa</i> Innovation’s Users					51

From the table above, it can be known that there is a total of 51 registrants of the population administration services through the *Pesta Dansa* innovation from January until June registered by the admin of the Sukoharjo Village’s Government Office. Furthermore, there are several people in Sukoharjo Village who have registered for the population administration services through the *Pesta Dansa* innovation independently, with a registration mechanism via Whatsapp by using their respective smartphones. Based on the interview results, the Head of Sukoharjo Village reveals that the *Pesta Dansa* innovation is offered to assist the people who have no understanding and limited access to the required facilities & infrastructure, including the smartphones or internet networks, in accessing the online-based population administration services.

The next, regarding the procedures for accessing the *Pesta Dansa* innovation, the Head of Sukoharjo Village states that the people in Sukoharjo Village who want to handle/ manage their population administration documents can access the innovation of *Pesta Dansa* independently, or through the admin of the village government office by bringing the requirements needed to access one of the services provided by the *Pesta Dansa* innovation. Further, the village government’s admin will manage the completeness of the requirements and scans the files to be sent via Whatsapp to the operator of the Population and Civil Registration Service, Wonosobo Regency. The operator or the Whatsapp contact person holds an important

role in succeeding the services provided by the *Pesta Dansa* innovation in Wonosobo Regency, as shown in the following documentations:



Figure 8. The Process of Online-Based Population Administration Services via Whatsapp

Data source: Sukoharjo Village’s Government, 2022

The file sent by the admin from the Sukoharjo Village’s government will soon be validated by the operator from the Population and Civil Registration Service of Wonosobo Regency. The users/ recipients of the services who have been registered to the population administration services through the innovation of *Pesta Dansa* must wait for the notification sent via whatsapp messages or any registered emails around 1-3 days after the file is successfully validated. After the document is finished, it will be sent via online in PDF or JPG file format from the Family Card, Birth Certificate and Death Certificate to the village government’s admin to be printed, and then the community can take their documents at the village government office.

Regarding the Implementation of *Pesta Dansa* innovation in Sukoharjo Village, the researchers have conducted interviews with two selected speakers who have accessed the population administration services through the innovation of *Pesta Dansa*. Speaker 1 reveals that the reason for starting to try the *Pesta Dansa* innovation is to renew the family members listed in the Family Card. When using the *Pesta Dansa* innovation, he accessed the *Pesta Dansa* innovation independently by collecting all the required files and scanning the files, then sending them through the Whatsapp contact person listed specifically to manage the Family Card. Meanwhile, Speaker 2 accesses the *Pesta Dansa* innovation to add a new family member to the Family Card and also to make a Birth Certificate through the help of the Sukoharjo Village’s Government admin. First, Speaker 2 collected all the necessary files, then the village’s admin scanned all the files and sent them via Whatsapp to the Population and Civil Registration Service of Wonosobo Regency.

Confirmation

In the Indonesian dictionary KBBI, confirmation is interpreted as the affirmation or justification. The meaning of affirmation can be referred as a process of evaluation or assessment. Assessment is a systematic and continuous process of determining the quality (value and meaning) of something, based on certain considerations and criteria (Divayana and Sugiharni 2016). According to wirawan (in Anhusadar 2020), Assessment is an activity to collect, understand and report the analysis results of a certain program/ object, thus the results can be used for consideration in making a decision whether the program is continued or stopped.

In this research, the confirmation stage in the diffusion of *Pesta Dansa* innovation in Sukoharjo Village reviews the assessment process from the Sukoharjo Village’s Government as the organizer and the community in Sukoharjo Village as the recipients of the service. The researchers successfully conduct a survey of 100 respondents to identify the assessment of the people in Sukoharjo Village who have accessed the online-based population administration services through the innovation of *Pesta Dansa*, both independently and through the Village Government’s admin. The assessment results from the community of Sukoharjo Village regarding the implementation of *Pesta Dansa* innovation, can be seen in the following chart:

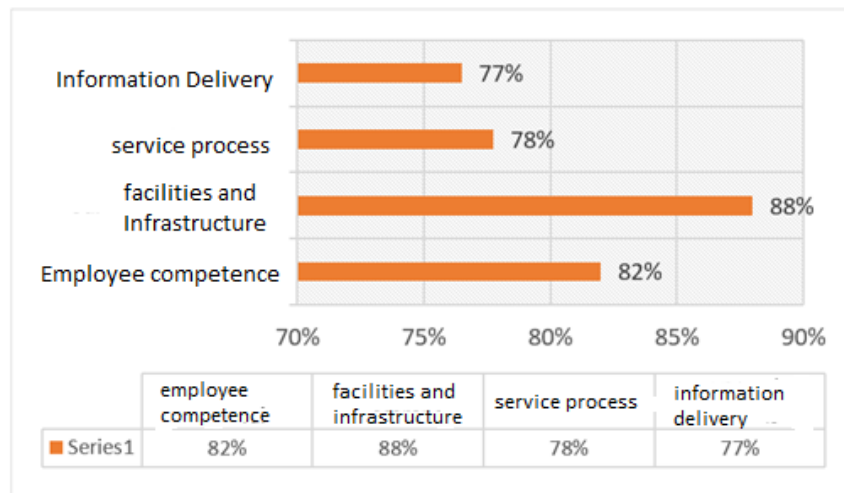


Chart 1. The Community’s Assessment in Sukoharjo Village as the Users of the *Pesta Dansa* Innovation Services

Information:

- 81%-100% = Excellent
- 62-81% = Good
- 44%-62% = Enough
- 25%-44% = Less

Based on the survey results above, the availability of facilities and infrastructure has the highest percentage with a value of 88%, which is categorized as excellent. It is emphasized by the Head of Sukoharjo Village through the interview results that the Sukoharjo Village's Government Office has the availability of facilities & infrastructure to support the innovation of *Pesta Dansa*, including the electronic devices from computers, printers, internet networks, and a comfortable service room for the community. Moreover, the results of the community's assessment in Sukoharjo Village regarding the employee competence at the Sukoharjo Village's Government Office in providing the population administration services through the innovation of *Pesta Dansa* are categorized as excellent with a value of 82%. This result shows the success of the technical guidance activities/ training for the implementation of *Pesta Dansa* innovation organized by the Population and Civil Registration Service of Wonosobo Regency toward several government employees in Sukoharjo Village.

Furthermore, in the community's assessment above, the service process is also categorized as good with a percentage of 78%. The people of Sukoharjo Village reveal that the implementation of the online-based population administration services through the innovation of *Pesta Dansa* - whether accessed independently or through the village government office - in terms of timeliness, distance, cost and the ease of access has been effectively conducted and contained the relative benefits proposed by both the Population and Civil Registration Service of Wonosobo Regency and the Sukoharjo Village's Government. Meanwhile, in terms of information delivery, it shows a percentage of 77% based on the community's assessment results, which is categorized as good. The people of Sukoharjo Village emphasize that the government of Sukoharjo Village is very open in providing information and receiving criticism as well as suggestions related to the implementation of *Pesta Dansa* innovation.

The assessment process in the implementation of *Pesta Dansa* innovation has also been performed by the Sukoharjo Village's Government as the executor. One of the purposes is to improve the public awareness in Sukoharjo Village about the ownership of the population documents which is still valued as low. The government of Sukoharjo Village often socializes the importance of ownership and renewal of the population documents to the community in Sukoharjo Village through an integrated coordination between the Sukoharjo Village's Government, the Head of Sub-Village, and the resident's Chairman (RT/RW). It is also aimed to conduct a monitoring and collect the data of the people in Sukoharjo Village who are reluctant or late in managing their population data.

From the conducted research results, it can be concluded that the community in Sukoharjo Village have utilized the innovation of *Pesta Dansa* according to the diffusion of

innovation stages delivered by Rogers. In this research, the people of Sukoharjo Village have received information regarding the *Pesta Dansa* innovation in different ways and within different times in using the innovation. Meanwhile, the Sukoharjo Village's Government as the organizer of the *Pesta Dansa* innovation has successfully implemented and communicated the *Pesta Dansa* innovation to the community in Sukoharjo Village.

Conclusion

Based on the conducted research regarding the diffusion of innovation on *Pesta Dansa* (*Pelayanan Administrasi Kependudukan di Desa*) or the Village's Population Administration Service in Sukoharjo Village, Sukoharjo District, Wonosobo Regency, several things can be concluded: 1) Knowledge, the *Pesta Dansa* innovation provides a relative flexibility that corresponds to the problems of the population administration services in Sukoharjo Village; 2) Persuasion, the communication strategy in introducing the innovation of *Pesta Dansa* from the Population and Civil Registration Service of Wonosobo Regency and the Sukoharjo Village's Government is in accordance with the receipt of information regarding the *Pesta Dansa* innovation required by the community; 3) Decision, the existence of *Pesta Dansa* innovation acquires a decisive acceptance from the Sukoharjo Village's Government as the organizer and the community as the recipients of the services; 4) Implementation, the implementation of *Pesta Dansa* innovation in Sukoharjo Village has been running well in terms of community participation, availability of facilities and infrastructure, service processes and employee competencies, by providing services quickly, easily and informatively; 5) Confirmation, the percentage of community's assessment in Sukoharjo Village after using the innovation of *Pesta Dansa* shows a good category of results in several aspects, including the information delivery, the facilities & infrastructure, the service process and the employee competence.

Based on the discussion and conclusion related to the diffusion of *Pesta Dansa* (the village's population administration service) innovation in Sukoharjo Village, Sukoharjo District, Wonosobo Regency, there are several suggestions given by the researchers as follows:

1. The government should continue and develop the innovation of *Pesta Dansa* by providing all types of population administration services to the community and not only focusing on the three types of services (Birth Certificate, Death Certificate and Family Card).
2. The village authorities have to be more proactive in disseminating the innovation of *Pesta Dansa* or the village's population administration service, especially by using social media such as Instagram or Facebook as a means of advertising/ campaigns.

3. The development of a special application for the implementation of all population administration services is needed to be accomplished by the Population and Civil Registration Service of Wonosobo Regency. The current online-based system of the population administration services conducted by the Population and Civil Registration Service of Wonosobo Regency only serves the public through the Whatsapp application.

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