

The Effectiveness of the LADI e-PAK KIOS in Increasing Accessibility of Public Services in Karangrejo Village, Pasuruan Regency

Reine Nabillah¹, Lailul Mursyidah²

^{1,2} Muhammadiyah University of Sidoarjo, Indonesia



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ABSTRACT

Objective: This study aims to evaluate the effectiveness of the LADI e-PAK Kiosk program in improving access to public services in Karangrejo Village, Pasuruan Regency. **Method:** The research employed a descriptive qualitative approach, with data collected through interviews, observations, and documentation involving village officials, kiosk operators, and residents, supported by secondary data from regulations and Ombudsman reports. The analysis was guided by Budiani's four indicators of effectiveness: targeting accuracy, socialization, objectives, and program monitoring. **Results:** The findings reveal that the indicators of targeting accuracy, objectives, and program monitoring were effectively achieved, as evidenced by an increase in the number of document requests and positive community responses. However, the socialization indicator remained suboptimal due to limited direct communication from the Population and Civil Registration Office, resulting in incomplete dissemination of service information to the public. **Novelty:** This study contributes empirical evidence on the practical implementation of digital-based population administration services at the village level, highlighting both efficiency gains and the critical role of communication strategies in ensuring service inclusivity and sustainability.

INTRODUCTION

Public services are the government's efforts to meet the needs of the community, both by providing goods and services [1]. The implementation of public services in Indonesia is based on strong law through Law Number 25 of 2009 concerning Public Services, which affirms the community's right to receive quality services [2]. The public's expectation of good public services is not only a practical need, but also a right recognized by the constitution, as written in the 1945 Constitution, so that the government is obliged to ensure the provision of equitable and fair services [3]. In addition, optimal quality of public services also functions as an important factor in building public trust and encouraging the creation of good governance [4].

At the local level, the government is working hard to meet the community's need for public services, one of which is administrative services which are very important because they produce essential documents such as KTP, KK, and birth certificates, which are the main indicators of the quality of public services [5]. Data from the Ministry of Home Affairs (2023) shows that ownership of electronic KTP has reached 99.4% of the total population required to have KTP, and ownership of birth certificates for children aged 0-17 years is at 92.5%, which shows a significant increase even though there are still infrastructure and technical constraints in some areas [6]. In addition, population administration services not only function as data collection, but also provide legitimacy

to the community's rights in accessing various public services related to population status and important events in their lives [7].

Today's society has entered the era of Society 5.0, marked by digital transformation in various aspects of life. The use of information technology in the public sector is expected to increase the effectiveness and efficiency of local government services [8]. In line with this, Law No. 24 of 2013 emphasizes that population administration includes population registration, civil registration, and population information management, which form the basis of public services [9].

The public continues to desire quality public services, but in practice, the bureaucracy in Indonesia is still considered slow, complicated, and less innovative, so it often does not meet citizens' expectations [10]. Every individual basically has the right to receive protection and fair treatment regarding population issues, in accordance with regulations governing public services and population administration. The preparation of administration through population registration and the implementation of the Population Identification Number (NIK) is an important tool to ensure the accuracy of data, which must be reported by both Indonesian citizens and foreign citizens who change their population status [11].

According to information from the Indonesian Ombudsman, the total number of complaints received from the public against government institutions in 2024 reached 10,846, an increase compared to last year's 8,452 cases. Of these complaints, 10,768 reports have been handled and resolved by the Ombudsman. This situation indicates that despite the increase in report resolution, many citizens remain dissatisfied with the quality of public services provided by government agencies. This emphasizes the importance of a serious commitment from the government to improve the quality of public services, both in terms of speed, openness, and accountability, to meet public expectations in the modern era that increasingly demands effective and responsive services.

Table 1. Compliance Value of Public Service Providers in Pasuruan Regency

Regency	Compliance score	Zoning
Pasuruan (2023)	89,44	Green
Pasuruan (2024)	97,35	Green

Source: Indonesian Ombudsman 2024

The Ombudsman of the Republic of Indonesia noted that the level of compliance in the provision of public services in Pasuruan Regency increased from 89.44 in 2023 to 97.35 in 2024, resulting in its categorization as a green zone. In this effort, the development of population administration services was carried out through the e-Pak Ladi Kiosk initiative in each village, in accordance with Minister of Home Affairs Regulation No. 7/2019 and Pasuruan Regent Regulation No. 11/2021, so that the public can access services without having to visit the Dispendukcapil office [12].

The e-Pak Ladi Kiosk is a breakthrough in important public services in Pasuruan Regency [13]. This kiosk is designed to facilitate access to population administration services for the community, especially those in rural areas. It is hoped that this innovation can increase ease of access, accelerate service delivery, and support improvements in the quality of life of residents [14]. Despite providing many conveniences, the implementation of the e-Pak Ladi Kiosk in Karangrejo Village still faces several challenges. The services that can currently be accessed only cover six of the total 25 types of population administration services provided by the Pasuruan Population and Civil Registration Office, such as KTP, KIA, Birth Certificate, Death Certificate, KK, and Letter of Relocation [15].

Operational challenges include limited staff, inadequate facilities, and internet connection issues during service delivery. Furthermore, not all documents can be processed immediately, depending on the availability of forms, particularly for KTP (National ID Card) and KIA (Child ID Card). Another challenge is the lack of public information about this population administration service program. This has resulted in many people preferring to visit the Pasuruan Regency Population and Civil Registration Office (Dispendukcapil) rather than processing their documents at the village office. In Karangrejo Village, the lack of staff to manage the e-Pak Ladi Kiosk is also a barrier, as there is only one person on duty.

The research results indicate that the innovations in population administration services that have been implemented have not been fully effective. This study refers to Budiani's theory, which explains that program effectiveness can be measured through four indicators: suitability for program targets, program outreach, program objectives, and program monitoring. This study is expected to serve as a basis for policy formulation by the Pasuruan Regency Population and Civil Registration Office and also as a source of information for the public and readers.

RESEARCH METHOD

This study applies a qualitative approach with a descriptive method [16]. This study was conducted in Karangrejo Village, Pasuruan Regency, based on considerations of topic suitability, data availability, and ease of access. Primary data were obtained through interviews with village officials, KIOS e-PAK LADI managers, and user residents, while supporting data came from official documents, Disdukcapil statistics, Indonesian Ombudsman reports, and relevant literature sources. Informants were selected using a purposive sampling method [17]. The selection of informants was done intentionally, namely individuals who have a deep understanding and participate in the implementation and use of KIOS e-PAK LADI services. Data collection was carried out through interviews, observations, and document collection, then analyzed using interactive methods from Miles and Huberman which include data reduction, data presentation, as well as drawing conclusions and confirmation. [18].

RESULTS AND DISCUSSION

Results

The e-PAK LADI Kiosk is an online population administration management service offered by the Pasuruan Regency Population and Civil Registration Office, which allows residents to process documents without having to come to the office [19]. This service makes procedures more efficient and faster, because documents can be uploaded online after filling out the form [20]. Program implementation is understood as an action to implement policies to achieve predetermined targets, with effectiveness measured based on four main indicators: target certainty, information delivery, objectives, and program monitoring.

a. Program Target Accuracy

Operational challenges include limited staff, inadequate facilities, and internet connection issues during service delivery. Furthermore, not all documents can be processed immediately, depending on the availability of forms, particularly for KTP (National ID Card) and KIA (Child ID Card). Another challenge is the lack of public information about this population administration service program. This has resulted in many people preferring to visit the Pasuruan Regency Population and Civil Registration Office (Dispendukcapil) rather than processing their documents at the village office. In Karangrejo Village, the lack of staff to manage the e-Pak Ladi Kiosk is also a barrier, as there is only one person on duty.

The accuracy of the LADI e-PAK Kiosk's target can be measured through residents' experiences in processing population documents and the results of satisfaction surveys. This program makes it easier for residents to process documents at the local sub-district office by bringing original documents, while reducing the possibility of data falsification. Although there is no specific data yet, interviews and observations show a real positive impact on the community, both those familiar with and those less familiar with technology, and is able to reduce queues at the Population and Civil Registration Office. Thus, the LADI e-PAK Kiosk has met the criteria for accuracy of targeting as outlined by Budiani (2007:53).

b. Program Socialization

Program socialization is the process or activity of conveying information and education from the program organizer to the general public or target group so that they know, understand, and can utilize the program well.[9] Program socialization is the ability of the organizer to convey information about the implementation of the program to the community and program participants. This socialization is important for the success of the program, so that the community or participants can understand the activities, benefits, and implementation of the program well..

In the implementation of the e-PAK LADI Kiosk in Karangrejo Village, the socialization activity aims to introduce the community to the purpose, steps, and benefits of the service so that they can utilize this facility to facilitate access to public services. The socialization process is carried out through mass media, social media platforms, and in stages from the sub-district level to the village level to the neighborhood unit (RT/RW)

and local community leaders. However, to date, there has been no direct socialization from the Population and Civil Registration Office (Disdukcapil), so the available information has not been well disseminated, especially to residents who are less familiar with technology. Many people only become aware of the program's existence when they process documents at the village office and do not fully understand the procedures. This limitation can hinder the program's effectiveness, so the socialization indicators do not align with the theory presented by Budiani.

c. Program Objectives

Program objectives are the desired outcomes after implementing a policy. The e-Pakladi Kiosk program aims to facilitate public access to population document processing. According to Budiani, program objectives relate to achieving the specified results. This also serves as a measure of program effectiveness, assessing whether the planned targets are achieved. In the context of the e-PAK LADI Kiosk in Karangrejo Village, the program's objective is to ensure that public services through the e-PAK LADI Kiosk achieve their target of facilitating public access to population administration services.

d. Program Monitoring

During the implementation of the e-PAK LADI KIOS in Karangrejo Village, the organizing team regularly conducted evaluations to assess service progress, implementation effectiveness, and any challenges. The purpose of this monitoring was to ensure the program remained on track to improve access to public services and ensure improvements based on the evaluations. Monitoring was conducted by officers who visited each sub-district once or twice a year, as well as online through a WhatsApp group between e-PAK LADI officers and the Population and Civil Registration Office to address issues. Although some residents did not fully understand the monitoring process, interviews with officers indicated that the program was running well and had met its targets.

During the implementation of the e-PAK LADI KIOS in Karangrejo Village, the organizing team conducted regular monitoring to assess services, effectiveness, and any challenges. The goal was to ensure the program ran according to plan and improve access to public services, while making improvements based on the evaluation. Monitoring was conducted by officers who visited the sub-district with the e-PAK LADI Kiosk once or twice a year. In addition, online monitoring was conducted through a WhatsApp group between e-PAK LADI officers and officers from the Population and Civil Registration Office. Although some residents were still unfamiliar with how this monitoring worked, officers reported that it was going well and achieving the set targets.

In this study, interviews were conducted with three main informant groups: KIOS e-PAK LADI operators, village officials, and community service users. The interviews aimed to obtain primary data on program implementation and community perceptions of online-based population administration services.

Table: Interview and Observation Results

No	Informant	Fill in The Interview Statement	Observations in The fFeld	Document Source
1	LADI e-PAK KIOS Operator	"The service helps the community, but sometimes the network is slow and ID card forms often run out, resulting in delays."	There was a queue of residents waiting to print documents, and several times there were internet connection disruptions.	Pasuruan Regent Regulation No. 7 of 2919
2	village officials	"This program is very helpful in improving access to population document services in villages."	Documents for managing KTP, KK, and registered deeds have increased compared to the previous year.	Population Service Statistical Data
3	user community	"The administration process is faster and free of charge, although the program's socialization is not evenly distributed."	Some residents still do not know the procedure for processing documents complete electronics.	Indonesian Ombudsman Report 2024

The following is a summary of document requests via the LADI e-PAK KIOS for 2023 2024:

Table 1. Summary of Document Requests via KIOS e-PAK LADI 2023-2024

Document type	Number of applications (2023)	Number of applications (2024)	Percentage increase (%)
e-KTP	40	87	117,5%
family card (KK)	25	49	96,0%
birth certificate	14	32	128,6%
death certificate	8	16	100,0%
KIA (Vhild Identity Card)	10	23	130,0%
transfer letter	6	10	66,7%
Total Permohonan	103	217	110,7%

Source: Karangrejo Village Documentation, 2024

**Figure 1.** LADI e-PAK KIOS Online Service Display

Discussion

The LADI e-PAK Kiosk successfully reached communities in need of population administration services in villages and facilitated document processing. This aligns with Budiani's theory that accurate targeting is crucial to the program's success. Interviews indicated that residents felt helped, particularly by avoiding long queues and trips to the district office.

Outreach through social media and mass media has been conducted, but face-to-face outreach from the Population and Civil Registration Office remains suboptimal. This aligns with Soewita's findings, which emphasize the importance of effective outreach to ensure the public understands procedures and maximizes service utilization. This lack of outreach hampers the program's effectiveness.

Kurnia's findings indicate that goal achievement is measured by ease of access and accelerated service delivery. Data shows a significant increase in the number of document requests year over year, indicating successful goal achievement. Both in-person and

online monitoring are effective, helping to address technical and administrative challenges, ensuring service continuity. This supports the principles of efficiency and effectiveness in Budiani's theory.

CONCLUSION

Fundamental Finding : This study concludes that the implementation of the e-PAK LADI Kiosk in Karangrejo Village demonstrates effectiveness in terms of program targeting accuracy, objectives, and monitoring, yet remains limited by inadequate socialization, which constrains public awareness and access to the service. **Implication :** These findings highlight the importance of strengthening communication and outreach strategies, particularly through direct involvement of the Population and Civil Registration Office, to ensure that digital-based public services can be accessed equitably and inclusively by all community members. **Limitation :** The study is limited by its qualitative scope within a single village, which may restrict the generalizability of the findings to broader contexts or different demographic settings. **Future Research :** Further studies should employ mixed-method approaches across multiple regions to provide comparative insights and explore innovative strategies for enhancing citizen engagement and service dissemination in digital public administration.

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Reine Nabillah

Muhammadiyah University of Sidoarjo, Indonesia

Email: reinenabilah1@gmail.com

*** Lailul Mursyidah (Corresponding Author)**

Muhammadiyah University of Sidoarjo, Indonesia

Email: lailulmursyidah@umsida.ac.id
