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Original Research Article

Innovation of Online Absent Public Services in the Education Department of Kutai Timur District

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Abstract: ***The Purpose***: This study aims to analyze the effect of online attendance staffing innovation based on the Mobile Senfie application on the effectiveness of employee attendance register filling services at the East Kutai District Education Office. ***The Research Location***: The location of this research is the Office of the Education Office, East Kutai Regency. ***Research Results***: The results of this study indicate that the influence of online attendance staffing innovation based on the Mobile Senfie application on the effectiveness of attendance register filling services is going very well. This is based on the average score obtained from the statement items of 428.9 or 85.78%, which indicates that the Mobile Senfie application-based online attendance staffing innovation is in an outstanding category. Then the study also showed that the Mobile Senfie Application-Based Online Attendance Staffing Innovation positively affected the effectiveness of attendance register services with a percentage of 64.8%, and other programs issued by the government caused the remaining 35.2%.

Keywords: Innovation, Effectiveness, Public Service.

INTRODUCTION

In order to avoid being eroded by the era of public administration, we must look for strategies and approaches that are more appropriate and keep trying to renew theory and instrumentation as a form of self-modernization. Currently, innovation is one of the successes that can be achieved in the field of public administration. One concrete manifestation that the government has implemented to perform much better at this time is innovation. This is the most reasonable step a country can take to avoid failure. Innovation is a must for government officials in all fields and levels. So this innovation is a solution to all problems in the public sector (Widodo W. Utomo 2016). We must know that innovation in the public sector is something new. We launched a new concept of government called Reinventing government or better known as New Public Management. Experts and practitioners have recently become interested in researching various public sector innovations (Osborne & Brown, 2011; Walker, 2014), where innovation positively impacts the quality of public services and solving government problems in responding to social challenges (Damanpour & Schneider, 2009). The close relationship between public sector innovation and new public administration (Pollitt & Bouckaert, 2011), e-government (Bekkers & Homburg, 2005), the shift from government to

government (Rhodes, 1996), and finally, reasons for the diminishing role of government in "big society" (Lowndes & Pratchett, 2009). In this context, Rogers, author of a well-known innovation book, explains that innovation is an idea, practice, or object considered new by someone with a different acquisition entity. This definition by Damanpour and Rogers shows that innovation can be tangible or intangible. Therefore, the dimensions of innovation are vast. However, technology-related innovation narrows the context of the actual innovation.

Currently, the Government of East Kutai Regency is maximizing technology's role in meeting community needs. Each district/city competes to develop technology products to improve public services. Therefore, the East Kutai Regency Government remained active in responding to this phenomenon, especially for East Kutai Regency government officials, by developing innovative online attendance selfie products (SENFIE) for employees to maximize public services. Selfie use online or abbreviated SENFIE. SENFIE is an online GPS-based application, a ground locating system that aligns satellite signals, enabling offices to track and monitor employee locations in real time. The remote mode provided in Selfie Roaming (SENFIE) is divided into

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three parts; the first is the regular mode (entering the office), the second is the work from home (WFH) mode, and the third is the business travel mode. However, the SENFIE application has drawbacks, so the application developer and the East Kutai Regency government must jointly prepare this application so that East Kutai Regency environmental officials do not commit fraud by entrusting absences to friends.

LITERATURE REVIEWS

Evaluation is usually aimed at assessing the extent to which public policy effectiveness is accountable to its constituents. How far the goals are achieved and to see how far the gap is between expectations and reality. According to Anderson (in Winarno, 2002: 166), policy evaluation is an activity involving the estimation or assessment of policies that include the substance, implementation, and impact of implementing the policy. According to Lester and Stewart (Winarno, 2002: 166), policy evaluation can be divided into two tasks. The first task is to determine the consequences of a policy by describing its impact. At the same time, the second task is to assess the success or failure of a policy based on predetermined standards or criteria. Policy evaluation is a matter of fact in the form of measurement and evaluation of both the policy implementation stage and the outcome or impact of the operation of a particular policy or program to determine steps that can be taken in the future.

James Anderson (in Winarno, 2002: 229) divides policy evaluation into three types. Each type of evaluation introduced is based on the evaluators' understanding, including the first type, where policy evaluation is understood as a functional activity. If policy evaluation is understood as a functional activity, it is seen as an activity as important as the policy itself. The second type is an evaluation type that focuses on operating specific policies or programs. This type of evaluation talks more about honesty or efficiency in implementing the program. The third type, the systematic policy evaluation type, this type of policy looks objectively at the implemented policy programs to measure their impact on society and see how far the stated goals have been achieved. Systematic policy evaluation is an activity to answer questions such as whether the policies implemented achieve the objectives as previously set, how much the costs are incurred and, what benefits are obtained, who benefits from the policy programs implemented by the organization. According to Suharto (2012: 61), public policy in the context of social development is a device, mechanism, and system that can direct and translate development goals. Social policy is always oriented toward achieving social goals.

Borins in Sangkala (2013) notes that the innovation literature distinguishes between invention, the creation of new bees, and innovation. Several definitions of innovation have also been presented in the management literature, broadly addressing the problem of process or technological change that creates value for customers or organizations. These various innovations are subsequent changes. In general terminology, innovation is a creative idea applied to solve the pressure of a problem (UN, 2007) or the acceptance and application of new ways to achieve a result and work performance. Innovation can involve incorporating new elements, combining new and existing elements, and significant changes or deviations from traditional ways of doing things. Innovation can refer to new products, new policies, and programs.

Several sources can be developed for innovation in government organizations, namely External partners, Citizens, Internal partners, and Employees.
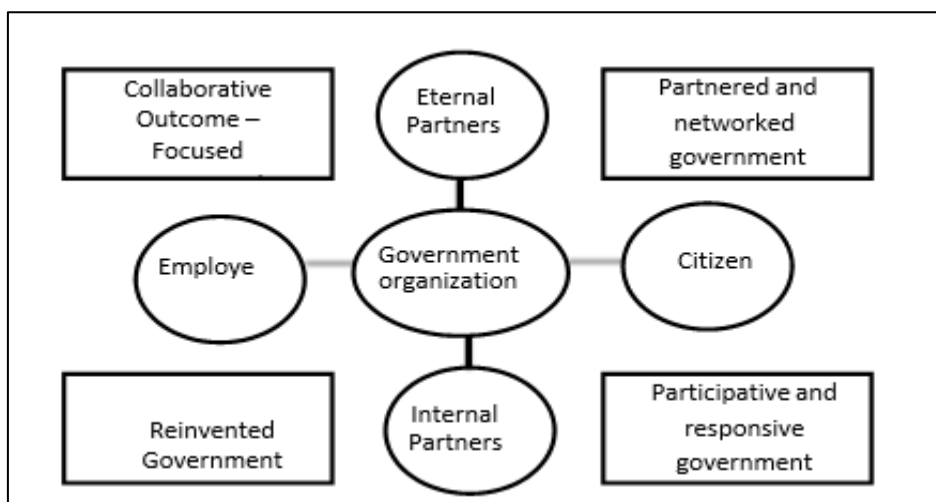

Figure 1: Developable Resources for Innovation
Source: William D Eggers and Shalabh Kumar Singh, 2009, the Public Innovators Playbook; Nurturing Bold Ideas in Government, Harvard Kennedy School, p.7.

3. RESEARCH METHOD

Research Locations

The research time was carried out from 18 July 2022 to 18 January 2023 after the issuance of the research permit. This research is located at the Office of the Education Office, East Kutai Regency. The scope of this research is the Evaluation of the Online Selfie [Senfie] Absence Service in the East Kutai Regency Education Office Based on the District Head's Circular Letter No.860/0409/BKPP/SE/III/2021.

Research Informants

To determine quantitative-qualitative research informants, researchers used a purposive sampling technique to determine research informants. Purposive sampling is the selection of informants not based on class, position, politics, or region but on the objectives and problems of this research and the established criteria. Researchers determine informants in this study, with the order of informants starting from Plt. The head of the service is one person, the head of the department is two people, the head of the section is two people, and the staff is two people.

Population and Sample

In addition to using purposive sampling, this study also uses quantitative methods to require a population and sample, namely 1.) The population is defined as a generalization domain consisting of objects or subjects that exhibit certain traits and characteristics determined by the researcher from which conclusions are drawn (Sugiyono, 2017). The population in this study consisted of 7 employees of the East Kutai Education Office and employees of the East Kutai Education Office, especially those from the Zone 1 area (Sangatta Utara, Sangatta Selatan, Bengal, Rantau Pulung, and Teluk Pandan) have good internet access, a total of 133 people. So the total population of this study is 140 people. 2. According to Sugiyono (Riduwan, 2018), samples represent a portion of the population used as a data source and can represent the entire population. Consideration of population class. The number or size of the sample depends on the accuracy or error tolerance used by the researcher. This study has a margin of error of 1%, 5%, and 10%. To determine the sample size of this study, researchers used the Slovin formula (Sevilla *et al.,* 1960, p. 182) with an error rate of 10%.

Data Analysis Techniques

The analysis used in this research is simple linear regression analysis. Simple linear regression is a statistical technique that tests the extent of a causal relationship between causal factors (X) and effect variables (Y). In this regression model, causal variables explain effect variables. In simple regression analysis, the relationship between the variables is linear, with changes in the X variable consistently followed by changes in the Y variable. In nonlinear relationships, changes in the X variable disproportionately follow changes in the Y variable. As in the quadratic model, the change in X is followed by the square of the variable X. This analysis aims to determine the direction of the relationship between variable X and Y, whether positive or negative and predict the variable's value. Y when the value of variable X increases or decreases. The data used is usually an interval or ratio scale. Such a relationship is not linear.

RESULTS AND DISCUSSION

The author presents the data obtained during the research conducted at the East Kutai District Education Office, especially employees using the Mobile SENFIE application to manage attendance records through questionnaires distributed to 40 people. Moreover, there is also an interview guide for the Director of Services, Head of Secondary Education, Head of PMPTK, Head of Basic Education, Learning Technology Developer for Young Professionals, Head of Quality Control and Human Resources, Head of Quality Assurance and Basic Education HR Department, and Head of Curriculum and Evaluation Department Basic Education and HR.

Based on gender, it can be seen that 100% or most of the 40 respondents were 21 women and 19 men. By age, it can be seen if 20% or six respondents aged 21-30, 52.5% or 23 respondents aged 31-40 years, 20% or six respondents aged 41-50, and 7.5% or five respondents aged 51-60. So, the study results show that the SENFIE application is widely used by people aged 31-40 years.

This study discusses the influence of employee innovation based on the Mobile SENFIE application on the effectiveness of completing employee partitioning at the East Kutai District Education Office. This research was conducted from 18 July 2022 to 18 January 2023. Staff and officials of the East Kutai Education Office participated in the research and filled out the attendance list of 40 participants. In this study, the variables were collected into two parts: HR innovation based on the Mobile SENFIE application and efficiency in filling out employee attendance lists.

In Mobile Senfie Application-Based Personnel Innovation, the advantage is relative. Relative advantage is the degree to which an innovation is received better than the idea it disallows. Profit can be measured financially, but other factors such as social prestige, convenience, and happiness are also important. Relative advantage indicates staffing innovation variable based on the SENFIE mobile application. To find out, we can look at the results of data management from 40 respondents and the results of their interviews. Based on this, employees quickly accessed the respondents' responses to the SENFIE mobile application. Fifteen people, or 37.5%, choose the easy category, and 25 people, or 62.5%, choose the specific category. Class, while no one answers easier, is neither

easy nor too easy. Nobody chooses a less accessible and less easy class. This was conveyed by the Director of Secondary Education, who said: "... The Mobile SENFIE application is easy to access because it is already on the East Kutai District Education Office website. It can be accessed via an Android phone, downloaded through the Play Store and based on IOS..." (Interview on 6 August 2022). Then this was also reinforced by interviews with other informants, namely Mr. Abbas Husaini, the Head of the PMPTK Sector said that: "...with Mobile SENFIE it is straightforward to access wherever we are on the condition that there is a good application and network..." (Interview 8 August 2022). Based on respondents' responses and interviews with several informants, the Mobile SENFIE application is straightforward to access.

It can also be seen if the respondents' responses to the SENFIE mobile application meet the needs of employees. Most respondents are in the very suitable category, namely 29 people or 69.5% of cases. The appropriate category is 11 people. Alternatively, 30.5% of the category is not appropriate. There are no inappropriate and very inappropriate categories. This means that employees feel the Mobile SENFIE application is presented according to their needs. This app fulfills the needs of these employees, as evidenced by the many highly relevant human resources news based on the SENFIE mobile app. Employees have provided an application that makes filling in the attendance list more leisurely in real-time according to their needs. As the Head of Basic Education said: "… with the Mobile SENFIE application is very suitable for employee needs because it is very helpful in filling out attendance lists without disrupting work activities.…" (Interview 10 August 2022).

Based on respondents' responses and interviews with informants regarding the Mobile SENFIE application, it is presented according to the needs of employees.

The results of the information from Mobile Senfie make it easier for employees to fill in the attendance list. Even if no one answers it, it is not easy, not easy, and not too easy. This means it is easier to complete employee attendance records when receiving information from Mobile SENFIE. This was explained by the Director of Quality Control and Labor, who said: "…This application provides information that makes it easier for employees to fill in the attendance list because the features provided are very informative…" (Interview on 9 August 2022). Based on the respondent's answers and interviews with the informants above, the information obtained.

CONCLUSIONS AND RECOMMENDATIONS
Conclusion
Based on research on the impact of Mobile application-based personnel reform SENFIE on the effectiveness of filling in the employee attendance list of the East Kutai Regency Education Office, it can be concluded that the evaluation of the results of SENFIE application-based personnel innovation by 85.78% indicated that they strongly agreed. Personal innovation based on the Mobile SENFIE application is well received at the East Kutai Education and Training Bureau. The effectiveness of filling in the attendance list of the East Kutai Regency Education Office was 89.34%, indicating that they strongly agreed. This shows that filling out the attendance list is running effectively. Simple regression equation model $Y = a + bX = 8.771 + 0.931$. Employee innovation based on the SENFIE Mobile application has a positive impact of 64.8 percent on the efficiency of filling out the attendance list for education office staff. Then there are 35.

Recommendations
Based on these conclusions, the author can convey the following suggestions. Namely, this program must maintain several old ways so that employees who need help understanding the application and how to use it can still be served effectively or by providing exceptional support for those still unable to complete the application. This program must be improved in terms of training for employees who fill out the attendance sheet so that no more employees do not understand how to use the Mobile SENFIE application. Online SENFIE participation can be a reference for the performance of employees of the East Kutai Regency Education Office, even in other regions, as a reference for providing additional incentives.

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