

**MIS D'LIMA INNOVATION (ASK ONE GET FIVE) AT THE RELIGIOUS AFFAIRS OFFICE
(KUA) TUALANG SUB-DISTRICT, SIAK DISTRICT**

Mahmu Datu Rahma¹, Dedi Kusuma Habibie²

¹²Program Studi Administrasi Publik, Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Riau,
Pekanbaru, Indonesia

Correspondence Email: mahmu.datu1446@student.unri.ac.id

ABSTRACT

This study aims to analyze the adoption process of the Mis D'Lima (Ask for One Get Five) innovation program at the Religious Affairs Office of Tualang District Siak Regency. This program is a form of collaboration between the KUA and the UPTD of the Population and Civil Registration office of Tualang District, which provides five population administration documents after marriage through only one application, namely the marriage book, digital marriage card, marriage guidance certificate, new status KTP, and new Family Card (KK). This research uses qualitative methods with data collection techniques through interviews, observation, and documentation. The results of the study show that the Mis D'Lima (Ask for One Get Five) innovation adoption process follows five stages according to Rogers innovation diffusion theory, namely knowledge, persuasion, decision, implementation, and confirmation. The community responds positively to this program because of its convenience and efficiency, although the level of participation is still relatively low. The main obstacles in the implementation of the program are not optimal socialization to the community and the reliance on manual coordination between institutions, which has an impact on the limited reach and speed of service. Therefore, efforts are needed to increase socialization, strengthen digital coordination, and improve the service system so that this program can be implemented more widely and sustainably.

Keywords: Innovation-Adoption; Public-Services; Mis-D'Lima ; Population-Administration.

INTRODUCTION

Based on the Decree of the Minister of Religion of the Republic of Indonesia Number 118 of 2010 concerning the Acceleration Program through Implementation Excellent Services within the Ministry of Religion that in frame implementation of bureaucratic reform and improvement quality services at the Ministry of Religion to public viewed need For implementing acceleration programs in several services by the Ministry of Religion. For that is the Tualang Religious Affairs Office (KUA) has create innovation new namely the Mis D'lima Program (Ask One Get Five). This program is acronym from ask for One get five so abbreviated to be Miss D'lima, which is usually when people leave to office religious affairs (KUA) requested only One that is marriage certificate. The target than innovation This For do acceleration in matter administration so that realization welfare public through improvement service public.

The Mis D'Lima (Ask One Get Five) innovation began in 2018,, when the Ministry of Religion of Siak Regency worked The same with the Population and Registration Service Civil implementing the Data Synchronization program. This program aim For make things easier management document population for new couple married, namely through issuance of new electronic ID cards and Family Cards (KK) quick after marriage contract. However, at this stage beginning implementation of this program stopped. Because limitations source Power available human For support implementation in a way sustainable. For overcome obstacle mentioned, this program introduced return in form more innovation integrated in several Religious Affairs Offices (KUA) in Siak Regency, so that can implemented by the heads of the District Religious Affairs Office (KUA) Adventure to simplify bureaucracy management document for candidate bride .

Mis D'Lima (Ask One Get Five) is collaboration between the District Religious Affairs Office (KUA) Adventure with Population and Registration Service Civil Engineering Technical Implementation Unit (UPTD) of the District Tualang, Religious Affairs Office (KUA) District Adventure publish marriage certificate, marriage card, and Bimwin Certificate. Meanwhile from the Population and Registration Service Civil Engineering Technical Implementation Unit (UPTD) of the District Adventure they issuing new status KTP and Family Card new . The purpose of the Mis D'Lima (Ask One Get Five) program is For increase service public at the Office of the Ministry of Religion of Siak Regency, especially the Office of Religious Affairs (KUA) of the District Adventure For fulfil need public in matter administrative and in frame create excellent service to community.

The Mis D'Lima (Ask One Get Five) innovation program as service marriage administration. Before this program implemented, couple finished bride marriage contract only get just a marriage certificate. But with with this program, couples candidate finished bride direct marriage contract get five services at the same time. Not only partner candidate bride only given card family new but parents party man and parents party women also get card family new.

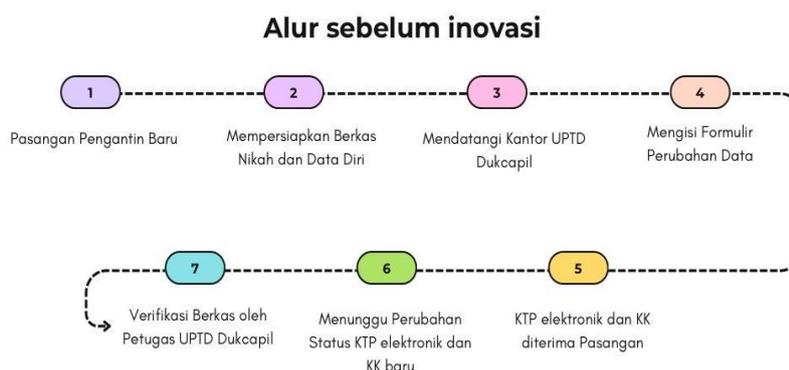


Figure 1. Flow before the existence of Mis D'Lima (Ask One Get Five)

Source: Processed Researchers 2024



Figure 2. Flow after the existence of Mis D'Lima (Ask One Get Five)

Source: Processed Researchers 2024

Based on results observations made, show existence a number of problem about Mis D'Lima (Ask One Get Five) innovation such as Not yet optimally program socialization comprehensive to the community and there are some candidates unmarried bride and groom know the existence of the Mis D'Lima program at the District Religious Affairs Office Adventure. In addition, the dependence on manual coordination between institution there is error in writing as well as miscommunication between staff of the Office of Religious Affairs and UPTD Dukcapil to candidate bride.

RESEARCH METHODS

Research study This use method study qualitative purposeful get understanding general about reality social from corner view participant, no direct set but done analysis to something reality social that becomes focus study researcher. From the analysis said, new taken conclusion in the form of understanding general its nature comprehensive about fact said. According to Sugiyono (2020) method study qualitative is method research used For research on conditions natural objects, where researchers is as a key instrumental, technique data collection was carried out in a way triangulation (combination), data analysis is inductive, and results study qualitative more emphasize meaning rather than generalization.

RESULTS AND DISCUSSION

Adoption Mis D'Lima (Ask One Get Five) Innovation at the District Religious Affairs Office (KUA) Adventure Siak Regency Research result regarding the Mis D'Lima (Ask One Get Five) program at the District Religious Affairs Office Adventure Siak Regency is results from the data and facts in the field as well as customized with theory from Rogers in (Darwin et al. 2018) which is an indicator from theory the covering stage knowledge, stage persuasion, stage taking decision, stage implementation and stages confirmation.

1. Stage Knowledge

Affairs Office (KUA) Subdistrict Adventure adopt innovation through comparative study to Lombok city which is directed by the Ministry of Religion of Siak Regency regarding acceleration marriage administration in Lombok directly get a new electronic KTP and KK. Stages knowledge describes the efforts of the Office of Religious Affairs (KUA) and the Regional Technical Implementation Unit (UPTD) to get Information about the Mis D'Lima (Ask One Get Five) program is available obtained through various channel communication such as social media and at the moment upgrading Pre -Marriage. The purpose of stage knowledge in Mis D'Lima (Ask One Get Five) is For introducing Mis D'Lima (Ask One Get Five) to the community, providing understanding about benefits, flow, and the necessary requirements. At this stage this, it is hoped public know that through Mis D'Lima (Ask One Get Five) administrative process post-wedding like publishing marriage certificate, KTP and Family Card renewal can done with more fast, easy, transparent and economical cost.

In a way overall, stage knowledge in adoption of the Mis D'Lima program show that although innovation This has designed with good and get response positive from society, still required improvement in socialization strategy. Involvement active party implementer, strengthening two-way communication, as well as optimization of information media become urgent matters For reach public in a way more wide and even.

2. Stage Persuasion

Affairs Office (KUA) Subdistrict Adventure show interest to Mis D'Lima (Ask One Get Five) innovation because assessed can give solution practical to problem service administration post-marital which is long This felt Enough make things difficult community. Interest This appear after see phenomenon many partner the bride and groom must back and forth to various agency For take care of KTP, Family Card (KK), and documents others. Mis D'Lima (Ask One Get Five) offers integration service between the Office of Religious Affairs (KUA) and UPTD Dukcapil, so that all over document important the can direct obtained after procession marriage contract.

At the stage persuasion, Mis D'Lima (Ask One Get Five) was successful interesting attention various parties, starting from KUA implementers, users services, up to figure society, who sees innovation This as solution practical For overcome complexity administration post-marital. Perception positive to convenience access, efficiency time, and savings cost become factor the main driving force interest public For follow as well as in this program. Involvement affective cognitive public seen clear through responses that express a sense of comfort, trust, and appreciation to services provided. However, on the other hand, it is still there is part citizens who feel doubtful and have not interested follow the program because lack of socialization direct and vague procedures, especially for those who have partner from outside Subdistrict Adventure with condition administration additional. This is show that although innovation has get welcome positive, persuasion process need Keep going done in a way more intensive and comprehensive so that it can reduce uncertainty and increase participation public in a way more wide.

3. Stage Decision-making

If reviewed from perspective theory taking decision, Mis D'Lima innovation implemented by the Office of Religious Affairs (KUA) and UPTD Dukcapil can analyzed using rational models in taking decision. This model assume that taker policy will consider all over alternatives and choose the most efficient and effective solution in finish problem. In the context This, the Office of Religious Affairs (KUA) and UPTD Dukcapil do identification problem moreover before, namely existence complaints and difficulties from public in look after document post wedding in a way separate and eat time. After that, they designing alternative solution in the form of integration unifying services all administrative processes to in One system service integrated.

From the findings field this, can concluded that decision For Implementing Mis D'Lima (Ask One Get Five) is greatly influenced by suitability between need society and capabilities institutions in create solution innovative. Indicators taking decision No only reflect planning strategic, but also shows that innovation born from condition real and conscious actor local in answer challenge bureaucracy public.

4. Stage Implementation

The implementation of the Mis D'Lima (Ask One Get Five) program is dynamic, where the program execution is not only stop at the initial process, but also accompanied by an evaluation sustainable to improve quality service. Although in a way general running program smooth and get welcome positive, there is a number of constraint technical that is not can avoided, such as sudden power outage printer failure and damage during printing process documents. However, the obstacles the considered as matter ordinary people who are capable handled by the implementer so that No hinder smoothness service in a way significant.

In addition, other challenges arise is lack of understanding part candidate bride about procedures and completeness required documents. This is cause occurrence miscommunication between community and officers services, which in turn potential bother smooth administrative process. Therefore that, is necessary improvement effective two-way communication and socialization between program implementers with society so that information related procedures and requirements can accepted with Good.

From the side users, the majority public respond positive the existence of this program Because give convenience, efficiency time, and reduce burden bureaucracy. Even individuals who have not already married own expectation tall to benefits service this. Character public like head the village also provides support, emphasize that completeness condition become key smoothness service. This is show existence legitimacy social to innovations offered. However, the obstacles implementative Still found, especially in aspect socialization and readiness administrative society. Some inhabitant No know existence or program procedures so that choose track more conventional troublesome. In addition, for couples who come from from out

of area, delay in look after document like letter move become inhibitor main in follow this program.

From the side organizer technical, such as UPTD Dukcapil, this program viewed positive As long as the data from the KUA is complete and appropriate. Good coordination inter-agency become factor determinant success implementation, although harmony procedure interregional Still need strengthening. It can be concluded that stage implementation of the Mis D'Lima program has walk with good and giving impact positive for society, but Still need improvements in aspects communication public, efficiency across regions, as well as empowerment administrative society for innovation This can reach more extensive and sustainable.

5. Stage Confirmation

In the context of the Mis D'Lima (Ask One Get Five) program in the District Adventure, stage confirmation seen from attitude public as well as party implementer to program continuity after phase adoption ongoing. While that, the community that has utilise Mis D'Lima (Ask One Get Five) service provides response positive that strengthens decision they For accept this program. Effectiveness services and convenience procedure become factor driver in taking decision end they. Assessment to program quality is not only originate from public general, but also from figure society at the same time users direct program.

Stage confirmation in implementation of the Mis D'Lima program in the District Adventure show that decision community and implementers For accept innovation This based on evaluation success and convenience that is felt. The community that has using the program to give response positive related efficiency and convenience procedure administration post-marriage support from figure community and implementers also strengthen legitimacy of this program as effective solutions in answer need administrative citizens. However, the limitations socialization and obstacles administrative like management letter move Still become inhibitor for part public For follow the program. Therefore that, the increase communication inter-agency as well as adjustment policy For facilitating the administrative process is very necessary so that the program can accepted in a way comprehensive and sustainable. In overall, evaluation sustainable and good coordination between institution become key main the success and continuity of the Mis D'Lima program.

Inhibiting Factors of Mis D'Lima (Ask One Get Five) at the Siak Regency Religious Affairs Office

1. Socialization to public No evenly

Seen from the socialization process, the implementation of the Mis D'Lima (Ask One Get Five) program is still Not yet walk in a way maximum and evenly. Although the Office of Religious Affairs (KUA) has do socialization through activity upgrading pre -marital and through online media such as the official website, and the UPTD Dukcapil also provides explanation related to this program at the time implementation marriage contract, but information the Not yet reach all over layer public in a way comprehensive. Socialization from the Office of Religious Affairs (KUA) only accepted by the candidate the bride and groom in attendance in activity upgrading, while information from UPTD Dukcapil generally only delivered to couples who have register and take part in the Mis D'Lima program (Ask One Get Five) and to visitor guests who were present at the time the marriage contract took place.

As a result, people who do not follow upgrading or Not yet register self to in the program tends to No know information about benefits, procedures, and requirements of the program. This show that mechanism existing socialization moment This Still nature limited and not yet capable reach public in a way wide as well as sustainable. Therefore Therefore, a more comprehensive communication strategy is needed. effective and inclusive so that information regarding the Mis D'Lima (Ask One Get Five) program you can delivered in a way evenly to all over candidate users service. However Thus , the facts on the ground show that No all candidate bride get information in a way evenly . Some public confess new know the existence of a program after told by someone else, or even after Marry.

Condition This show the need for a better communication strategy effective, systematic, and inclusive. Dissemination information must expanded No only through training and activities ceremonial, but also through various communication media that can reach public wide such as social media, banners in the room public, cooperation with device village, until counseling direct based community. With Thus, it is hoped all over candidate users service own equal access to program information and encouragement For participate in a way active.

2. Reliance on Manual Inter-Agency Coordination

Although has intertwined Work The same between the Office of Religious Affairs (KUA) and the UPTD Dukcapil Subdistrict Adventure in implementation of the Mis D'Lima (Ask One Get Five) program, data exchange and validation process Still ongoing semi -manually.

This reliance on manual coordination potential cause data asynchronization between agencies, which ultimately can slow down the publishing process document administration population such as Resident Identity Cards (KTP) and Family Cards (KK). In addition, data input errors are also more common. prone to happen if No accompanied by with careful checking and intensive coordination. Problems that occur show that Not yet existence system effective electronic data integration inter-agency result in service become not optimal. The data matching process is still ongoing done manually open gap occurrence miscommunication and errors data recording. This also shows that the Mis D'Lima (Ask One Get Five) program still relies heavily on accuracy officer in entering data manually, which is not only confiscate time but also gives rise to potential complaint from program users.

Weakness This show that innovation service public No Enough only depend on collaboration inter-agency in a way structural, but also requires support integrated digital system so that it can increase efficiency and accuracy of data. Without existence system technology information that support, long and repetitive bureaucratic processes precisely will return occurs, even though the program is intended For cut bureaucracy.

CONCLUSIONS

Study This discuss about adoption The Mis D'Lima (Ask One, Get Five) program innovation was implemented at the District Religious Affairs Office. Adventure Siak Regency. Based on results analysis and findings field, can concluded that this program is form innovation service public based collaboration between KUA and UPTD Dukcapil which aims to For simplify the management process document population post marriage. Innovation This make it easier partner bride For obtain five documents important only through one service process integrated. Adoption Mis D'Lima innovation has through the stages explained in theory diffusion Rogers' innovation, starting from stage knowledge until stage confirmation. The community provides response positive to the existence of this program is proven from increasing amount participating couples from year to years, although the percentage Still classified as low. This is show existence potential program sustainability if supported by a more comprehensive implementation strategy maximum. However However, the implementation of the program is still facing two obstacles main, namely Not yet optimally socialization to community and reliance on manual coordination between institutions. Both matter This impact on low level participation and slow data integration process, so that the effectiveness of the program has not been can felt in a way comprehensive by all society that becomes target. Therefore that, is necessary attention Serious to second aspect so that this program No only become symbol innovation, but also able to give benefit real in term long.

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