

DIGITALIZATION OF VILLAGE ADMINISTRATION TO IMPROVE PUBLIC SERVICE EFFICIENCY IN WAIHERU VILLAGE, BAGUALA DISTRICT, AMBON CITY

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Abstract:

This Community Service activity focuses on the digitalization of village administration in Waiheru Village, Baguala District, Ambon City, to enhance public service efficiency. Through digitalization, village administrative processes are expected to become faster, more transparent, and more accurate. The implementation of digital systems enables the community to access public services online, reducing reliance on manual systems that are slow and prone to data errors. However, the digitalization process faces several challenges, including limited technological infrastructure, low digital literacy among village officials, and the digital divide within the community. Proposed solutions include digital literacy training, technological infrastructure enhancement, and public outreach initiatives. The expected outcomes include increased community participation in public services, improved accountability, and greater transparency at the village level. This digitalization effort is envisioned as a model for other villages, fostering a more efficient and responsive village governance system that meets the needs of its residents.

Keywords: Competence, Digitalization of Administration, Public Service Efficiency, Technological Infrastructure

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INTRODUCTION

Public service is a vital aspect of the relationship between the government and society. According to public service theory, quality service is measured not only by the output or results provided but also by the processes involving various stakeholders. Several dimensions of public service quality have been identified, such as tangibility, reliability, responsiveness, assurance, and empathy—all of which must be met for the service to be deemed adequate. Additionally, public services must reflect the principles of transparency, participation, accountability, and efficiency. When these elements are fulfilled, public services not only address societal needs but also enhance public trust in government institutions.

In the digital era, the concept of public service has evolved further with the application of technology. Digitalization in public services offers significant opportunities to improve efficiency, accessibility, and transparency. Information technology can automate administrative processes that previously consumed substantial time and resources, such as registration, data processing, and document archiving. Moreover, technology allows the public to access real-time information, making it easier to obtain services without visiting government offices in person. The use of technology in public services also reduces the potential for human error and bureaucratic inefficiencies, expediting administrative problem-solving.

Community service programs focused on village administration digitalization are an essential effort to improve the quality of public services at the village level, including in Waiheru Village, Baguala District, Ambon City. Currently, Waiheru Village faces various issues related to manual administration, such as slow and inefficient service processes. This is due to the continued use of paper-based administrative systems, where record-keeping and data management are time-consuming and prone to errors. In this context, digitalization becomes a relevant solution to address these challenges.

Through village administration digitalization, public service processes can be automated, making them faster and more accurate. For example, implementing computerized village information systems enables village officials to easily and quickly access population data, land ownership statuses, or service request histories. Additionally, residents can submit various administrative requests online without

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having to visit the village office in person. It not only saves time but also enhances transparency in village administrative management.

However, implementing administrative digitalization in Waiheru Village is challenging. One major issue is the need for more technological infrastructure. Limited internet access and a lack of technological devices, such as computers in village offices, are significant obstacles to digitalization efforts. On the other hand, digital literacy among village officials is still low. Many need to familiarize themselves with using technology for administrative tasks, necessitating intensive training and mentoring to ensure the program's success.

Moreover, the digital divide among community members also poses a challenge. Not all villagers have equal access to technology. Many still use non-smartphone devices and need to familiarize themselves with web-based applications or other digital tools. Therefore, active community participation in this digitalization process must be supported by education and digital literacy training programs to ensure they can fully utilize the digitized services.

Despite these challenges, the potential benefits of village administration digitalization are substantial. One major advantage is the increased efficiency of public services. Administrative processes that previously took days can now be completed in hours or even minutes with the aid of technology. For instance, digital archiving enables data to be stored neatly and accessed easily, eliminating the risk of losing physical documents. It is crucial to ensure that public services are provided promptly and accurately, meeting the community's needs.

Additionally, digitalization enhances accountability in public services. Every administrative process can be transparently tracked through digital systems, reducing the risk of fraud or errors caused by human negligence. It also simplifies regular audits or inspections for village officials, as all data is electronically stored and documented. As a result, public trust in village governance will increase with improved transparency and accountability.

In the long term, the digitalization of village administration in Waiheru also opens opportunities for local economic development. With faster and more efficient public services, residents can focus more on productive activities, such as small and medium enterprises (SMEs) or agriculture. Furthermore, the village government can leverage digital data to plan better development programs, as the data can be analyzed to identify the village's needs and potential more precisely.

However, achieving these benefits requires support and collaboration from various stakeholders. Local governments, internet service providers, and non-governmental organizations must work together to provide adequate infrastructure. Regular training for village officials and community members is also essential to ensure all parties can adapt to this new technology. Additionally, supportive regulations for digital transformation at the village level are necessary to ensure this process proceeds sustainably.

In the context of Waiheru Village, the digitalization of village administration can serve as an initial step toward creating more inclusive and competitive public services. Although the challenges are significant, with thorough planning and commitment from all parties, this program can succeed and become a model for other villages in Ambon City. Ultimately, digitalization is not just about technology; it is about how technology can be utilized to improve the quality of life at the most fundamental level—the village.

Thus, village administration digitalization will not only enhance the efficiency of public services but also strengthen the village's capacity to fulfill its governmental functions. This program will also create opportunities for the community to be more involved in village development, both through better access to information and participation in data-driven decision-making processes. This community service initiative is expected to inspire other villages aiming to advance their public services through digital technology.

METHODS

Various community service methods need to be implemented to improve the efficiency and effectiveness of public services in Waiheru Village through administrative digitalization. These methods are designed to support the transition from manual to digital systems, enhance the capacity of village officials, and empower the community to use technology. With proper implementation, the goals of digitalization are expected to be achieved, bringing tangible benefits to all community members.

Outreach and Awareness. Outreach is a crucial initial step in the community service process. This activity aims to raise public awareness about the importance of administrative digitalization and the benefits of integrating technology into public services. Information about the digitalization process can be effectively disseminated through seminars, discussions, and meetings involving all stakeholders. Moreover, these outreach activities provide a platform to gather input and expectations from the community, ensuring the program aligns better with their needs.

Training. After outreach, training becomes a critical step in equipping village officials and community members with the skills needed to utilize digital technology. The training program includes an introduction to administrative software, digital data management, and the implementation of standard operating procedures in public services. With an interactive approach and hands-on practice, participants are expected to understand and master the use of technology, enabling them to contribute effectively to the village's digitalization process.

Assistance and Evaluation. Assistance is vital to ensuring the successful implementation of technology. The community service team will provide technical support and consultations to village officials on operating the digital system. Additionally, periodic evaluations will be conducted to assess the program's effectiveness and impact. Through evaluation, challenges faced during the digitalization process can be identified, and appropriate solutions can be found to improve the quality of public services in the village.

RESULT AND DISCUSSION

Improving the efficiency and effectiveness of public services in Waiheru Village through administrative digitalization is a strategic step that enhances service quality and positively impacts the community as a whole. By implementing a digital administrative system, residents will experience faster and more transparent services. Processes that previously relied on slow manual methods can now be carried out more efficiently. It not only reduces waiting times for services but also minimizes errors commonly associated with manual recording, ensuring greater confidence in the accuracy of the data received.

A well-organized digital system will streamline administrative processes. In this context, managing population data, submitting permits, and handling other administrative tasks can be automated. It minimizes errors and data duplication. The systematic process also enables village officials to focus more on other strategic tasks instead of being bogged down by prolonged administrative processes. Furthermore, the resulting efficiency contributes to saving resources and time, ultimately improving the quality of public services delivered to the community. With these improvements, the village not only meets the administrative needs of its residents but also fosters greater trust in local government.

On the other hand, enhancing the digital capacity and literacy of officials and the community is crucial in this digitalization process. Village officials who are better trained in using technology will be more competent and prepared to address modern administrative challenges. The education and training provided will help them master the new system, allowing them to perform their duties more effectively and responsively. Additionally, these skills will prepare them for continuous technological advancements, making them more adaptive to dynamic service demands.

The community will also benefit from increased digital literacy. With easier access to digital public services, residents can become more self-reliant without always depending on direct interaction with village officials. It creates a culture of proactive service where citizens can submit requests, provide

feedback, and access information independently. Improved digital literacy will also accelerate the village's adaptation to technological changes, making it more responsive to emerging service needs as times evolve.

Overall, the administrative digitalization program in Waiheru Village will not only enhance the efficiency and effectiveness of public services but also empower village officials and residents to adapt to technology. It is a vital step toward creating a more transparent and accountable government while fostering a more self-reliant and empowered community. With all these benefits, Waiheru Village is expected to serve as an example for other villages in leveraging technology to improve public services and enhance the quality of life for its residents.

The implementation of digital administration in Waiheru Village is a strategic initiative aimed at improving the efficiency and effectiveness of public services. The transition from manual to digital systems is critical in addressing the slow processes and human errors associated with traditional administrative methods. According to Heeks (2006), the adoption of digital technologies in public administration, also known as e-government, offers the potential to enhance the quality of public services by streamlining operations and ensuring faster, more accurate service delivery. In Waiheru Village, this shift to digital administration is seen as a significant step toward improving the speed and transparency of public services, benefiting the community as a whole.

One of the most immediate benefits of digitalization is the improvement in time efficiency and error reduction. Manual administrative processes, such as data recording and document management, were time-consuming and prone to mistakes. With digital systems in place, these tasks can now be completed in a fraction of the time. Laudon & Laudon (2020) highlight that digital systems reduce the burden of administrative work and accelerate previously slow processes, a reality that is now evident in Waiheru Village, where services are delivered more swiftly and with fewer errors. This transformation not only reduces waiting times for services but also minimizes mistakes that are often caused by manual data entry.

In addition to time efficiency, digitalization enhances the transparency of public services. As McNutt (2010) suggests, the digitalization of government services allows for greater transparency and public access to service-related data. It is particularly beneficial in Waiheru Village, where the community now has easier access to information regarding public services and administrative processes. With digital records that can be accessed online, residents are able to track the status of their requests or applications without having to visit the village office, thereby fostering trust between the government and the public. This transparency builds public confidence in the local government, as they can monitor and verify the services being provided.

Moreover, the digitalization of administration has made data management more organized and efficient. Prior to digitalization, important data such as population records and application forms were stored on paper, making them vulnerable to loss or damage. By moving to digital storage, data is now secure, organized, and easily accessible. According to Tan et al. (2006), well-structured digital systems enhance the accuracy and reliability of data, which is essential for informed decision-making. In Waiheru Village, this shift has not only improved the accessibility of data but also reduced the risk of losing important documents, contributing to more efficient and reliable administrative practices.

In terms of public participation, digitalization has provided the community with greater access to public services. With the implementation of digital platforms, residents no longer need to visit the village office for routine administrative tasks. This shift to digital services aligns with Arnstein's (1969) theory of active participation, which emphasizes the role of technology in increasing public engagement in decision-making processes. In Waiheru Village, this development allows the public to be more independent in accessing services and information, thereby improving their involvement in governance and service delivery.

At the same time, increasing the capacity of village officials to use technology is a crucial element in the success of digitalization. As Kettunen et al. (2020) argue, providing training in digital tools is

essential for improving the competency of government officials and ensuring they can meet the challenges of modern administrative tasks. In Waiheru Village, village officials have undergone training in the use of digital systems, equipping them with the skills needed to manage and operate these new technologies effectively. This training ensures that the village apparatus is not only capable of utilizing the system but also prepared to tackle any challenges that arise during the digitalization process.

However, while the benefits of digitalization are clear, several challenges remain, particularly in terms of infrastructure. As Bwalya (2009) points out, inadequate infrastructure, such as limited internet access and insufficient technological devices, can hinder the successful implementation of digital systems in rural areas. Waiheru Village faces similar obstacles, where limited access to reliable Internet and a lack of necessary devices initially slowed the digitalization process. Overcoming these infrastructure gaps requires collaboration between local governments and internet service providers to ensure that the necessary technological resources are available to support digital administration.

Additionally, the successful implementation of digital systems relies heavily on the establishment of an appropriate information system. As Gordon (2010) notes, an integrated information system can accelerate decision-making processes and improve service delivery by providing accurate and accessible data. In Waiheru Village, the integration of a computerized system for managing population data, applications, and other administrative tasks has contributed to a more streamlined and efficient administrative process. This system not only facilitates faster service delivery but also minimizes the risk of data duplication and errors.

Data security and privacy are other critical concerns in digital administration. As Westin (2003) emphasizes, protecting personal information is essential when using digital systems in government services. In Waiheru Village, measures have been implemented to ensure that the data stored within the digital system is secure and protected from unauthorized access. These security protocols are vital in maintaining the integrity of the system and ensuring that residents' data remains confidential and safe.

Another significant advantage of digitalization is its potential to enhance government accountability. According to Bovens et al. (2008), transparency in digital governance improves accountability by making it easier for the public to track the progress of administrative processes. In Waiheru Village, digital systems allow for better tracking of public services, making it easier to identify any issues or delays and hold officials accountable. This transparency helps build trust between the government and the community, as residents can more easily see how their requests are being handled and whether services are being delivered as promised.

Despite the successes, challenges related to technology implementation remain. As Sood et al. (2004) observe, limited resources and a lack of technological knowledge can slow down the adoption of digital systems in rural areas. In Waiheru Village, there is still a digital divide among some community members who need more skills and resources to engage with digital services fully. Continuous efforts are required to train and educate village leaders and residents to overcome this and guarantee that everyone can benefit from the digitization process.

The increased public trust in government is one of the key outcomes of digitalization. As Norris (2003) suggests, the use of technology in public service can increase public trust by improving transparency and responsiveness. In Waiheru Village, the community's trust in the local government has been bolstered by the improved transparency and efficiency of public service delivery. As residents experience faster, more reliable services and gain access to information more easily, their confidence in the village government continues to grow.

The role of the local government in supporting digitalization cannot be overstated. As Reddick (2004) emphasizes, government policies that support digital transformation are crucial for ensuring the success of digitalization programs. In Waiheru Village, the local government has provided the necessary support, both in terms of infrastructure and training, to ensure the success of the digital administration program. This support is essential for maintaining the momentum of digitalization and ensuring that it continues to meet the needs of the community.

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Socialization plays a key role in the adoption of digital administration. According to Robbins (2005), effectively communicating the benefits of digitalization to the public accelerates the adoption process. In Waiheru Village, socialization activities such as seminars and meetings have been conducted to inform the community about the digitalization program and its benefits. This outreach has helped residents understand how the new system works and how they can access services, contributing to the smooth transition to digital administration.

Sustainability is another important aspect of the digitalization program. According to Magsino (2014), ensuring the sustainability of digital initiatives requires clear strategies and continuous support. In Waiheru Village, the formation of working groups to maintain the digital systems and provide ongoing training is a key part of ensuring that the program remains sustainable in the long term. Regular evaluations are also essential to identify areas for improvement and to make necessary adjustments to the system.

CONCLUSION

The digitalization of administrative processes in Waiheru Village has had a positive impact on improving the efficiency and quality of public services. Previously, the administrative procedures could have been faster and more paper-based, which often led to delays and errors. However, by transitioning to a digital system, these processes have become faster and more transparent. The introduction of digital tools has streamlined tasks such as data management, document storage, and service requests, significantly reducing the time required to complete these tasks. This transformation has enabled the village government to deliver services more effectively and meet the growing demands of the community.

One of the key factors in the success of this digitalization program is the increased digital literacy among both village officials and the local population. Before the implementation of digital systems, many of the village officials and residents needed more experience with technology. However, through targeted training and workshops, these individuals have gained the necessary skills to utilize digital platforms effectively. As a result, there is now greater confidence in using digital tools, which has contributed to the smooth adoption of the new administrative systems. Digital literacy is essential not only for improving efficiency but also for ensuring that all members of the community can participate in the digital services available.

Despite the successes, the transition to a fully digital administrative system has been challenging. One of the primary obstacles faced by the village has been the limited infrastructure, including unreliable internet access and a shortage of digital devices. These issues have hindered the speed at which digitalization could be implemented. Additionally, some members of the community have expressed resistance to change, particularly older residents who are less familiar with technology. Overcoming these challenges required strategic planning, including collaborations with internet service providers and the provision of affordable digital devices to ensure that no one was left behind in the digital transformation process.

In response to these challenges, various measures have been implemented to encourage wider participation from the community. Socialization campaigns have been conducted to inform residents about the benefits of digital services and to demonstrate how they can access services online. These campaigns have helped bridge the gap between those who are already digitally literate and those who are still unfamiliar with the technology. By providing information and offering support, the village government has been able to increase public awareness and participation, ensuring that digitalization benefits the entire community.

Overall, the digitalization of administrative processes in Waiheru Village has proven to be a successful initiative that has enhanced public service delivery. It has led to greater transparency, reduced administrative delays, and allowed for better public participation. While challenges remain, the village's experience shows that with proper planning, training, and infrastructure support, digitalization

can significantly improve the efficiency and accessibility of public services, ultimately benefiting both government officials and the community.

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