



OPTIMIZATION STRATEGY FOR DIGITAL POPULATION IDENTITY APPLICATIONS

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Abstract

The existence of the Regulation of the Ministry of Internal Affairs (Kemendagri) of the Republic of Indonesia in 2022 Number 72 concerning Standards and Specifications for Hardware, Software and Electronic Identity Card Stamps as well as the Implementation of Digital Population Identity (IKD), then the Cirebon City Population and Civil Registration Office to carry out the Regulations of the Ministry of Home Affairs by implementing the Digital Population Identity (IKD) Application as a substitute for the Identity Card (KTP). However, the implementation has not been optimal, because of the low public awareness in using the Digital Population Identity Application (IKD) due to the non-achievement of the set target of 30%, but in Cirebon City it only reached 15.30%. This study uses Qualitative Methods and Quantitative SWOT Analysis to determine the Strategy for Optimizing the Digital Population Identity Application at the Population and Civil Registration Office of Cirebon City. The results of this study indicate that the use of the Digital Population Identity Application (IKD) at the Population and Civil Registration Office of Cirebon City has not been fully optimized from the aspects of Electronic Use, Effective and Efficient. The strategy used to optimize this is the Diversification strategy, namely the strength to deal with threats to the use of the application.

Keyword: Effective, Efficient, IKD, KTP, Strategy.

INTRODUCTION

Digitalization affects every aspect of human life modernly by using technology that is advanced quickly in the era of digitalization and the internet today greatly affects all kinds of human activities, (Wulandari et al., 2021) especially activities in Population Administration. Rapidly developing information technology has changed the way people get services, including public services. The Digital Population Identity (IKD) application was developed by the Ministry of Internal Affairs (Kemendagri) through the Population and Civil Registration Office (Disdukcapil) to facilitate public access to population services digitally. It is expected that this application will reduce time in service and increase the effectiveness of population administration. One indicator of its success is how effective the application is.

The effectiveness of this application helps the community in completing the Population Administration more quickly and easily. Efficiency is measured by the savings in time, cost, resources achieved by the government and the community with the application. The use of modern Digital Technology and Communication creates a new government bureaucratic process, which is considered an electronic government system. The development of electronic government intends to improve Efficiency, Effectiveness, Transparency, and Accountability in government administration (Azzahra, 2024).

Digital Government enables governments to ensure the most effective use of internet and technology insights to provide faster, more effective, and efficient public services. Most services related to population administration can be accessed through online platforms, such as registering residents, creating identity cards, and changing population data (Putri & Reviandani, 2023).

Population Administration is a series of structuring and controlling activities in the issuance of population documents and data through population registration, civil registration, management of Population Administration information and utilization of the results for public services and development of other sectors (Government of Indonesia, 2022). Disdukcapil is responsible for reporting every population event such as birth, death, marriage, divorce, stillbirth, and others. In the Regulation of the Minister of Home Affairs of the Republic of Indonesia of 2022 Number 72 concerning Standards and Specifications for Hardware, Software, and Electronic Identity Card Stamps and the Implementation of Digital Population Identity defines Digital Population Identity as electronic information used to represent Population Documents and return data in digital applications through devices that display Personal Data as the identity of the person concerned (Government of Indonesia, 2022).

Digital Population Identity aims to:

- a. Follow the application of information and communication technology regarding population digitalization;
- b. Increase the use of population digitalization for residents;
- c. Simplify and speed up public or private service transactions in digital form; and
- d. Secure ownership of Digital Population Identity through an authentication system to prevent falsification and data leaks (Government of Indonesia, 2022).

To ensure user satisfaction and freedom of authority, the services in this application are connected to the Population Administration Information System (SIAP). This SIAP platform can change and issue a Population Identification Number (NIK), which is then printed into a KTP (Pramessti et al., 2024). In addition, the public can use this application to perform population data management tasks such as reporting deaths and births, requesting a domicile transfer letter and changing the Household Membership Document (KK) (Pramessti et al., 2024). To speed up the process between various public and private organizations, digital population documents require operators from Disdukcapil services to certify, confirm data that prevents falsification of resident identities (Istikhomah, 2024).

The IKD application in Cirebon City has been implemented, but it is not optimal. So far Disdukcapil Cirebon City has always taken the initiative in activating the application. Among them by inviting residents to attend certain events as a personal selling strategy because citizen data starting from KTP, KK, BPJS can be observed through Digital Population Identity (IKD). According to a quote from (Raswidi Hendra Suwarsa, 2024) released on May 16, 2024, Muhammad Izzudin, S. Kom stated that the achievement of information on Cirebon City residents who have Digital Population Identity (IKD) has only reached 15.30 percent. In addition, Disdukcapil Cirebon City participated in supporting the socialization of the IKD Application and helping residents who wanted to activate the Application. The goal is to reduce population administration services that are not effective and efficient and encourage people to switch to Digital Population Identity (IKD).

Although one can activate the Digital Population Identity (IKD) Application independently, barcode scanning must still be carried out at the Cirebon City Disdukcapil office. This application must be downloaded via smartphone. The obstacle in using the Application is that the community lacks knowledge of Digital Information and socialization of the said application.

This research applies the Qualitative Research Method and to find out the Strategy using the Quantitative SWOT Analysis approach to examine the implementation of the IKD Application in Cirebon City. The approach is expected to help formulate strategic steps based on a deep understanding of internal and external conditions. The aim is to provide recommendations for optimization strategies carried out at Disdukcapil Cirebon City in order to increase Electronic Usage, Efficiency and Effectiveness in the use of these applications in Cirebon City to be optimized.

LITERATURE REVIEW

E-Government Theory

The goal of the government program known as “E-Government” is to build a Digital-based government delivery system that will facilitate the public (Putri & Reviandani, 2023). A process that improves government performance, lowers costs, facilitates public information services, provides public access to government, and increases public responsibility is called digital government in Clay G. Wescott's opinion (Putri & Reviandani, 2023).

The purpose of E-Government Development is an effort to develop Electronic-based governance in order to improve the quality of public services effectively and efficiently. Through the development of E-Government, the management system and work processes within the government are structured by optimizing the use of information technology. The utilization of information technology includes 2 (two) related activities, namely:

- (1) data processing, information management, management systems and work processes electronically;
- (2) utilization of advances in information technology so that public services can be accessed easily and cheaply by people in all regions of the country (INSTRUCTION OF THE PRESIDENT OF THE REPUBLIC OF INDONESIA NUMBER 3 OF 2003, 2003).

Richardus E. Indrajit explains that the term “E-Government” refers to the use of information and communication technology (ICT) to improve interactions between government and other organizations (Putri & Reviandani, 2023). In the book by Amy Y.S. Rahayu and Vishnu Juwono entitled “Bureaucracy & Governance Theory, Concepts, and Applications” digital government with the use of electronics in the administrative management process and the implementation of democratic principles in government activities utilizing information and communication technology to assist the efficient implementation of citizen duties. According to Wirtz and Daizer (2010): Page 319 (Rahayu Amy Y.S and Juwono Vishnu, 2019).

E-Government is an important innovation in modern government that improves the relationship between government and society through the use of technology. The challenges of a country with poor infrastructure lack basic facilities such as electricity, communication, and transportation. To maximize the utilization of ICT, governments in developing countries must address a number of issues. These include skills, organizational structure, leadership style, and the transformation of public-private partnerships with modern public services is expected to be addressed through increased Efficiency, Transparency and Accountability. (Sudirman & Saidin, 2022).

Digital Population Identity

Digital Population Identity (IKD) is electronic information used to represent Population Documents and return data in digital applications through devices that display Personal Data as the identity of the person concerned (Government of Indonesia, 2022). The implementation of Digital Population Identity issuance is carried out in the following ways:

- a. Residents who have recorded their e-KTP and are identified simply download the Digital Population Identity application via a smart device;
- b. Residents register on the Digital Population Identity application page by:
 - 1) Fill in NIK, electronic mail address, smart device telephone number; and
 - 2) Taking moving facial selfies or using iris or fingerprint biometrics for suitability/activity detection.
- c. Smart device telephone numbers as referred to in letter b number 1 can be managed by the head of the family in 1 (one) family card;
- d. The Director General carries out verification and validation of Population registration as intended in letter b;
- e. Verification and validation as intended in letter d in the form of approval or rejection of the issuance of a Digital Population Identity;

- f. If approved, the Director General will convey the personal identification number to the resident via electronic mail or other media to activate it;
- g. in the event of rejection, the Director General conveys information to the Residents via electronic mail or other media; and
- h. The Director General activates the Digital Population Identity application on the resident's smart device and issues a QR Code which is read using the reader/scanner application from the Ministry. (Government of Indonesia, 2022)

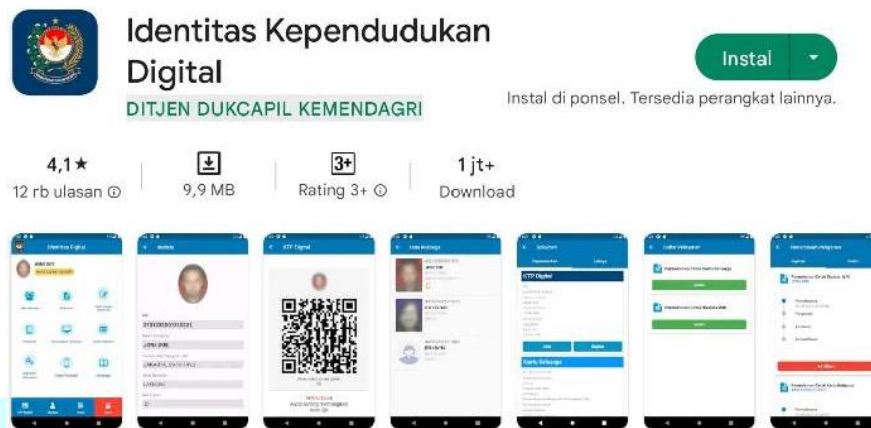


Figure 1. How to Activate the Digital Population Identity (IKD) Application

Source: <https://www.tempo.co/digital/langkah-dan-cara-aktivasi-aplikasi-identitas-kependudukan-digital--83491>

The IKD application is an innovation in population data management that uses technology to display population documents digitally. According to the current literature, some of the important components of Digital Population Identity (IDD) are:

Implementation and Technology Identitas Kependudukan Digital (IKD) has been used in many locations in Indonesia since its launch in 2022. The real-time collection and analysis of population data is made possible by technology. This technology can help create more responsive public policies. While there are many benefits of IKD, there are also challenges, such as the lack of public awareness of the need for appropriate technology infrastructure and the importance of digital identity.

Evaluation of the effectiveness of the implementation of IKD shows that digital changes improve the quality of public services, but further efforts are needed to ensure that these changes are accepted by the entire community. Advances in population administration in Indonesia, known as Digital Population Identity, make it easier, more efficient and safer to manage people's personal identification data. Digital Identity has great potential to improve the quality of public services and citizen participation in government systems through increased transparency of technology.

There are several previous studies conducted on Digital Population Identity (IKD), one of which is (Pramesti et al., 2024) entitled The Effectiveness of the Digital Population Identity (IKD) Program in supporting public services in Pagesangan Village. The findings of this study state that the Effectiveness of the Digital Population Identity (IKD) Program in supporting public services to the community in Pagesangan village is quite Effective, but this program still faces many challenges, including program objectives that are not in line with the expected results, people do not have devices to support specifications and programs that are less known by the community. In addition, this research provides recommendations for expanding socialization efforts related to Digital Population Identity to the community.

SWOT Analysis (Strength, Weakness, Opportunity, Threat)

SWOT analysis is a tool to analyze the strengths, weaknesses, opportunities, & threats faced by an organization. To study the methods used in efforts to optimize the Digital Population Identity (IKD) Application, the author analyzes using SWOT analysis so that it is expected to know what strategy is right to optimize the application.

In this research, internal factors (strength-S) & weakness-W, & external factors (strength-O) & threat-T) are identified (Suryadi & Anwar Yusuf, 2020). The SWOT Analysis method developed through Freddy Rangkuti is described in his book SWOT Analysis: A Technique for Dissecting Business Cases which was first published in 1997. This book details how to effectively use SWOT analysis to develop an overall business strategy (Rangkuti Freddy, 2009).

SWOT Analysis Strategy by Freddy Rangkuti:

Strengths: Identify internal positive aspects that can contribute to achieving organizational goals.

Weaknesses: Highlight internal negative aspects that need to be corrected or overcome.

Opportunities: Focus on external factors that can be used to support organizational growth and development.

Threats: Identify external factors that may threaten the success of the organization.

RESEARCH METHODS

This research uses Qualitative Research which is conducted in natural conditions using the main tools to collect and analyze information inductively, resulting in greater emphasis on meaning than the whole. To be a researcher, researchers must have a valid theory and extensive knowledge so that they can ask, review, take photos, and organize the object under study in a clearer and more meaningful way (Abdussamad Zuchri, 2021).

This research uses a Qualitative Method using Quantitative SWOT Analysis to find out the Strategy for Optimizing the Digital Population Identity Application at the Population and Civil Registration Office of Cirebon City. Data collection methods such as interviews, observation, and documentation (Suryadi & Anwar Yusuf, 2020). Interviews were conducted with employees of the Population and Civil Registration Office of Cirebon City and the community. These indicators are used as a framework to analyze the Strategy for Optimizing Digital Population Identity Applications at the Population and Civil Registration Office of Cirebon City.

DISCUSSION RESULTS

SWOT Analysis Strategy

SWOT analysis is a tool to analyze an organization's strengths, weaknesses, opportunities, and threats. In this study, internal factors are called strengths (Strength-S) and weaknesses (Weakness-W), while external factors are called opportunities (Opportunity-O) and threats (Threat-T). Based on this description, then researchers conducted a SWOT analysis of the Strategy for Optimizing the Digital Population Identity Application at the Population and Civil Registration Office of Cirebon City as follows:

In the Strategy for Optimizing the Digitalized Population Identity Application in the Cirebon City Population and Civil Registration Service, the SWOT Analysis is carried out as follows:

1. Identifying Aspects relevant to the Strategy for Optimizing the Population Identity Application Digitalization is used by the Population and Civil Registration Office of Cirebon City to optimize the use of IKD.

which are divided into internal (strengths and weaknesses) and external (opportunities and threats) factors:

Table 1

Factors related to the Optimization Strategy for Digital Population Identity Applications in the Cirebon City Population and Civil Registration Service

Internal Factor	Eksternal Factor
Strength: a) Digital access to Population Documents makes things easier for the public. b) Prevent forgery and data leakage. c) A safe and efficient replacement for Electronic KTP. d) Make it easier for the public to access Population Services. e) The public can do single sign on (SSO) which is connected to various Public Service Facilities.	Opportunity: a) There is a Minister of Internal Affairs Regulation. b) Collaboration with User Institutions. c) People feel safer and more confident when accessing Public Services. d) Technological developments have an impact on updating applications so that they can improve public services. e) Development of features that are more relevant to community needs.
Weakness: a) A digital divide between communities exist. b) Application Services are mostly unavailable yet. c) Lack of Digital Literacy among the Community. d) Lack of human resources in the Cirebon City Dukcapil Office. e) Frequent network errors occur so that barcode scanning is delayed.	Threat: a) Regulations or Government Policies that are incompatible between the Government and User Institutions. b) People are still in fear of data leaks. c) Inconsistency of current available Service Features. d) Rapid technological change. e) Unwillingness to change for society.

2. For each factor, scale (rating), value, and score. The totals are summed up and then the ratings and scales are multiplied. The Internal Factor Evaluation (IFE) matrix collects values, ratings, and scores from research, observations, and interviews. The External Factor Evaluation (EFE) matrix relates to the factors that influence the process of implementing the optimization strategy, namely:

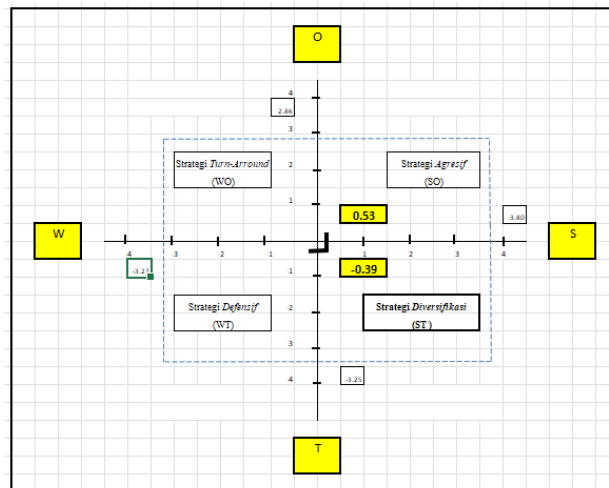
Table 2

TOTAL SCORE RESULTS FROM EVALUATION OF INTERNAL AND EXTERNAL FACTORS

Strategic Factor	Scale (rating)	Value	Score
TOTAL INTERNAL FACTOR			
Strength	15	1.00	3.80
Weakness	11	1.00	3.27
TOTAL EXTERNAL FACTOR			
Opportunity	14	1.00	2.86
Threat	12	1.00	3.25

Source: Research Results, Interviews, Observations and Calculations in 2024

3. Calculating Posture Strength and Competitive Position: In the SWOT calculation, the strength of the posture is the cumulative value between the scores of the internal factors and the external factors, i.e. the strength of the posture = $S - W = 0.53$, and the competitive position = $O - T = -0.39$.



According to the SWOT quadrant image, quadrant 2 (ST) has the largest ordinate point location. This shows that to achieve the Digital Population Identity Application Optimization Strategy at the Population and Civil Registration Office of Cirebon City, the diversification approach is the most effective. In other words, this strategy uses strengths to deal with threats or obstacles that accompany this approach.

The Use of Electronics in Digital Population Identity (IKD) Applications

IKD is a program of renewal in the management of population data digitally replacing the Electronic Identity Card (KTP) with a Digital version. According to Pemendagri Number 72 of 2022, it functions as a representation of population documents that can be accessed through smartphones, providing convenience in identity verification and access to public services. IKD is electronic information that stores the owner's personal data, such as name, date of birth, and identity number, which can be used for various administrative and public service purposes. With the existence of Digital Population Identity (IKD), people no longer need to carry physical documents to conduct transactions or access public services (Government of Indonesia, 2022).

The Cirebon City Government has been trying to build e-Government since the law was approved. The aim is to increase efficiency, especially in terms of public services.



Figure 2. Digital Population Identity (IKD)

(Source: <https://www.rri.co.id/daerah/516340/baru-2-7-wajib-ktp-di-kota-cirebon-yang-memiiki-ikd>)

However, the government and society still cannot follow the policy. Because there are people from various circles who think that the current policy is too complicated compared to before and do not understand the digitalization of public services so they do not want to enter the digitalization era. The application of the IKD application in Disdukcapil Cirebon City is still not optimal because people are still

apathetic to technological advances which results in the application of E-Government not being optimal because of regulations or policies that have not been established using the IKD application, so people are increasingly not interested in using the application. Meanwhile, the development of technology today inevitably brings many transformational changes and affects various aspects of life, such as the ability of people to get information. In addition, people are asked to gradually follow the progress and development of technology so that they can take advantage of it. However, the rapid development of technology can make the Digital Population Identity (IKD) Application irrelevant if it is not updated regularly (Salsa Bella & Widodo, 2023).

Efficiency in Using the Digital Population Identity (IKD) Application

Efficiency is the application of certain techniques without compromising the goal. Some of these methods are simple, cheap, fast, light and affordable (Atmaja & Santoso, 2018).

Cirebon City residents can use smartphones to obtain digital population documents through the IKD Application. In today's digital era, modern technology allows communication and data exchange to be quicker and easier. Due to the consistent advancement of technology and creating many new ideas that are based on advanced technology in daily routines.

The IKD application at the Disdukcapil of Cirebon City is still inefficient because even though it has offered conveniences such as replacing physical Identity Cards (KTP) and accessing services without the need to come to the Disdukcapil of Cirebon City, the utilization is still very minimal. Currently, the activation of the Digital Population Identity (IKD) Application still requires a direct visit to the Cirebon City Disdukcapil, which reduces the expected convenience and efficiency.

However, the Cirebon City Disdukcapil has implemented online activation of the IKD application such as the community can make a video call to get a barcode without the need to come directly to the Cirebon City Disdukcapil without bringing physical documents. Because the Digital Population Identity (IKD) application is made to reduce the amount of time required and resources in applying for population documents. This states that Efficiency includes the optimal use of resources to produce maximum output.

Efficiency in the socialization of the IKD Application in Disdukcapil Kota Cirebon has been running smoothly, because the socialization is carried out through a direct approach such as directly visiting agencies and user institutions to activate IKD, not having to come to the Cirebon City Disdukcapil office. This step includes a special strategic plan to be able to increase the efficiency of the application through formal and informal socialization, socialization does not have a fixed schedule because PIAK personnel in Disdukcapil Kota Cirebon are few and must master all fields in Disdukcapil Kota Cirebon. To achieve the target of activating the IKD application, Disdukcapil Cirebon City started socialization to Regional Apparatus, Districts, Local Government Employees in the City of Cirebon, Agencies in the City of Cirebon even to neighborhood. If the Central Government already has a permanent Regulation or Policy, Disdukcapil of Cirebon City will carry out as much as possible the people of Cirebon city must be required to activate the IKD Application. This is very important so that people better understand the benefits and how to use the IKD application.

Effectiveness of Using the Digital Population Identity (IKD) Application

Effectiveness is a measure of the degree to which an organization's outcomes, policies and practices achieve its goals. This is the relationship between outputs and objectives (Pramesti et al., 2024). The effectiveness of IKD in Cirebon City is assessed from the Performance Indicator, the target is 30% of the community must activate the IKD Application. Activation of the IKD application in Cirebon City is somewhat ineffective because user institutions do not want to use IKD, thus making there is no Regulation or Policy from the Central Government. Currently, user institutions still consider e-ktp which is still valid in Regulations or Policies. This application helps in the ease of applying for Population Documents. However, the low level of public knowledge about the Application is a major barrier to increasing overall satisfaction.

The Digital Population Identity (IKD) application in supporting the Cirebon City Disdukcapil Administration service is evaluated for effectiveness with a daily report, only 12 for printing ID cards with the requirement to activate the application. There is still an evaluation related to achievement, but it always changes regarding the achievement target per semester, ultimately always making the achievement of Digital Population Identity Activation (IKD) not meet the target because the target achievement uses dynamic numbers.

Activation of the Digital Population Identity Application (IKD) according to the needs of the community can be confirmed in the PIAK field at Disdukcapil Kota Cirebon for now there has been no development, but always ensures that the community activates the Digital Population Identity (IKD). Due to the level of adoption (interest) in the Digital Population Identity Application (IKD) among the community and officers with influencing factors, namely public interest is still standard because of the requirement to reprint the Identity Card (KTP), so people must activate this application at Disdukcapil Cirebon City. The feedback received by the community regarding the use of this application is given practicality in the Digital Population Identity (IKD) menu features such as applying for a birth certificate that can be accessed without having to visit Disdukcapil directly with this the majority of users are satisfied because this application provides a fast and efficient solution for population administration needs.

In the process of population administration in the Digital Population Identity Application (IKD) there is transparency such as services on monitoring, so that people can see the submission. Because the service is 24 hours finished. Transparency by entering a personal email, related to data security transparency has been tested by cyber, because when we activate the Digital Population Identity (IKD) using NIK, Phone Number, personal Email and then do face verification with an accuracy rate of 60%, in the Digital Population Identity Application (IKD) there is always entering a personal PIN, activation of the Digital Population Identity application (IKD) is valid only for one person with one personal cellphone.

Aplikasi ini memudahkan masyarakat untuk mengakses informasi pribadi dan keluarga yang tersimpan di dalam *database* nasional, meningkatkan akuntabilitas dan efisiensi pelayanan publik. Selain itu, penggunaan teknologi enkripsi menjaga keamanan data pribadi, sehingga mengurangi resiko penyalahgunaan informasi. Dengan digitalisasi ini, proses administrasi menjadi lebih cepat dan transparan, membantu pemerintah merespon kebutuhan masyarakat dengan lebih baik.

CONCLUSION

The results of the research conducted can be concluded that the use of the IKD application at the Cirebon City Disdukcapil is not yet fully optimal, it can be seen from its Electronic Use because the government and the community are still unable to follow the policy, some people think this policy is too complicated compared to before so they do not understand the digitalization of public services. While the Government has made it easy for the Community to access Population Documents digitally such as the community can do single sign on (SSO) or relevant features connected to various Public Service Facilities and in the Digital Population Identity (IKD) Application guarantees the security of existing data, thus making people feel more secure and confident when accessing Public Services to be more efficient. However, there are still many people who do not have knowledge about the existence of the IKD Application and the lack of digital literacy and the digital divide among the community which makes the community uninterested in using the Digital Population Identity Application (IKD) because they are still afraid of data leakage and the features in the IKD Application are not fixed so that the use of this application at Disdukcapil Cirebon City is not optimal. As for what makes the use of the IKD application not optimal, namely the lack of personnel at Disdukcapil Cirebon City so that all of them carry out socialization to the entire community which makes the use of the application not optimal.

In addition, Collaboration with User Institutions that still do not want to implement the Digital Population Identity Application (IKD) by looking at the Regulations or Policies of the central Government is still unclear because it still requires the use of Electronic KTPs so that it makes the mismatch between the Government and User Institutions ineffective. Therefore, to achieve the objectives of the Digital

Population Identity Application Optimization Strategy at the Population and Civil Registration Office of the City of Cirebon by applying SWOT Analysis, this research shows that the right strategy to realize an Optimal Digital Population Identity Application Optimization Strategy at the Population and Civil Registration Office of the City of Cirebon is a Diversification strategy, which is a strength to deal with threats or obstacles in the Digital Population Identity Application Optimization Strategy at the Population and Civil Registration Office of the City of Cirebon.

SUGGESTION

It is expected to overcome discrepancies in regulations or policies in coordination between the government and user institutions so that the policies implemented can run effectively. Then complete the IKD application services needed by the community to be interested in using the application. Due to rapid technological changes, it is hoped that the Cirebon City Disdukcapil will hold regular socialization of the IKD application to the public so that there are no more difficulties in using the application. Disdukcapil Cirebon City should always guarantee the security of the network so that there are no frequent errors in scanning barcodes that delay activation so that people feel more effective and efficient in using the IKD application. Because there are no more obstacles or shortcomings in the application.

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