

Adoption of Public Sector Innovation in Jakarta Kini (JAKI)

Application

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Abstract

Innovation in the public sector is an important element in improving and enhancing higher quality public services. Public sector tends to have problems with things such as efficiency, effectivity, corruption, slow responds and many others. The DKI Jakarta Government has made innovations in the public sector, namely the JAKI application which integrates various public services and public information into one application. The problem found in the JAKI application is the low adoption of innovations or the use of JAKI application innovations by the community, coupled with a decrease in the number of users in 2023. This research uses qualitative methods, data obtained by interview, observation and documentation to describe and to find the cause of the problems in this research. The purpose of this research is to identify which indicators of Rogers innovation attributes cause the low adoption rate of JAKI application. The results of this study indicate that JAKI innovation has fulfilled the innovation attributes of relative advantage, compatibility, and observability. In the complexity indicator, the JAKI application is still constrained by the application that still occurs errors. Furthermore, in terms of trialability indicator, many people do not know the JAKI application and have never used or tried the JAKI application. In addition, the JAKI application was launched without prior testing and lack of direct socialization. Therefore, it can be concluded that the adoption of JAKI application is lacking due to complexity and trialability indicator.

Keywords: public sector innovation; innovation adoption; JAKI application

Abstrak

Inovasi di sektor publik merupakan elemen penting dalam meningkatkan dan meningkatkan pelayanan publik yang lebih berkualitas. Sektor publik cenderung mempunyai permasalahan pada hal-hal seperti efisiensi, efektifitas, korupsi, lambatnya respon dan masih banyak lagi yang lainnya. Pemerintah DKI Jakarta melakukan inovasi di bidang publik yaitu aplikasi JAKI yang mengintegrasikan berbagai layanan publik dan informasi publik ke dalam satu aplikasi. Permasalahan yang ditemukan pada aplikasi JAKI adalah rendahnya adopsi inovasi atau penggunaan inovasi aplikasi JAKI oleh masyarakat, ditambah dengan penurunan jumlah pengguna pada tahun 2023. Penelitian ini menggunakan metode kualitatif, data diperoleh melalui wawancara, observasi dan dokumentasi untuk menggambarkan dan menemukan penyebab

permasalahan yang dibahas di dalam artikel ini. Tujuan dari penelitian ini adalah untuk mengidentifikasi indikator atribut inovasi Rogers manakah yang menyebabkan rendahnya tingkat adopsi aplikasi JAKI. Hasil penelitian ini menunjukkan bahwa inovasi JAKI telah memenuhi atribut inovasi yaitu keunggulan relatif, kompatibilitas, dan observabilitas. Pada indikator kompleksitas, aplikasi JAKI masih terkendala pada aplikasi yang masih terjadi error. Selanjutnya dari segi indikator trialability, banyak masyarakat yang belum mengetahui aplikasi JAKI dan belum pernah menggunakan atau mencoba aplikasi JAKI. Selain itu, aplikasi JAKI diluncurkan tanpa adanya pengujian terlebih dahulu dan kurangnya sosialisasi langsung. Oleh karena itu, dapat disimpulkan bahwa adopsi aplikasi JAKI masih kurang karena indikator kompleksitas dan trialability.

Kata Kunci: inovasi sektor publik; adopsi inovasi; Aplikasi JAKI

Introduction

Public sector innovation is a crucial element in efforts to improve the quality of public services, public trust and public satisfaction. So far, public perception towards public services and organizations that provides public services in Indonesia is still relatively bad with several complaints related to the practice of corruption, collusion and nepotism and other maladministration (Adyawardman, 2021). Based on data from the Indonesian Ombudsman in 2022, public services in Indonesia are still relatively poor with 13 provinces still in the yellow zone (38.24%) and 2 provinces in the red zone (5.88%). Among them, there are allegations of maladministration that reach 8.292 in number and 4.008 of them are in the local government institutions. Thus, it can be said that Indonesia's public services are still lacking and require further attention. The existence of public sector innovation is expected to be an answer that can reduce public service problems and improve public service quality. Innovation itself can be defined as the development and implementation of new ways in public services and solutions to solve problems in public services (Sorensen, 2022). According to Rogers innovation is an idea, practice, or object that is considered new by individuals of another adoption unit (Suwarno, 2008). Innovation does not only refer to products alone, or just the use of technology in the implementation of public sector organizations but has various types, including products, services, processes, methods, services, strategies and policies, as well as system innovations (Annisa, 2022). The main target of public service innovation is to provide quality services and be able to satisfy the community. The government as a public service provider must be able to improve the quality of public services, one way to achieve that is to innovate (Haryani, 2022).

Emphasis on the importance of innovation in the public sector has also been realized by the Indonesian government. In government regulation (PP) number 38 of 2017 regarding local government innovation, the local government is given the authority to innovate in three matters including local governance innovation, public service innovation, and other local innovations in accordance with government affairs and within the scope of regional authority (Lukman, 2021). Local government as an institution deals

with end - users of public service provisions, therefore pushing them to be more innovative facing the problems with their citizens (Pratama, 2020). The increase in public service innovation is a positive sign. It can be seen as a commitment by the government to improve the performance of the bureaucracy in delivering public services (Mahpudin, 2022). In addition, through the Ministry of Administrative Reform and Bureaucratic Reform (KEMENPANRB) public service innovation is also encouraged by the Public Service Innovation Competition (KIPP) which is a regional - level competition. It can be concluded that the government is making serious efforts to encourage innovation in the public sector to improve the quality of public services.

Society's shift towards innovation tends to take some time, especially for a new idea that has never been implemented before. Many innovations take years to be adopted by society at large (Rogers, 1983). Innovations in the public sector can be the answer to frequent public service problems, which will only be fully realized if innovations are widespread in society and utilized by the public. Governance innovation requires participation users to achieve greater inclusiveness (Sudrajat, 2021). Common problem in public sector innovation lies in how to encourage people and accelerate the adoption of innovations. Public participation in the innovation processes enhances public acceptance and generates wide acknowledgement of the benefits that support the sustainability and continuity of the innovation but also its replication in other areas (Adywarman, 2021). For this reason, it is important to understand the factors that influence the adoption of innovations. The community's decision on an innovation is divided into two categories, namely adoption and rejection. Adoption according to Rogers (1983) states that adoption is a mental process that involves making decisions to accept or reject new ideas and further emphasizing the acceptance and rejection of these new ideas. Innovation adoption is a process of communicating something new to society or social order. The adoption process is a process that occurs from the first time someone hears something new until the person accept, apply, use and adopt the innovation (Salem, 2002). Innovation adoption is related to the community's decision to use and fully utilize innovations. However, there is also the possibility of discontinuance or abandonment of innovations that have previously been adopted or used by the community. Rejection means that people decide not to adopt and use the innovation. In the public sector, it is important for the government to encourage adoption and participation from the community to maximize the benefits of innovation itself.

DKI Jakarta Province, as the center of Indonesia's government also still has various problems in public services. Total population of 10.6 million people (as of 2022, BPS) makes conventional public services no longer able to provide quality services that satisfy the community. DKI Jakarta also has a very heterogeneous society, innovation is important in a situation where society is increasingly diverse and individuals are more demanding of public services (Prabowo et al., 2022). In addition, referring to the ombudsman in 2022, there were 201 reports of public service problems or

maladministration that occurred in DKI Jakarta. This shows that DKI Jakarta as the capital city of the country is also not immune from public service problems.

Facing these problems, the DKI Jakarta government introduced an innovation with the launch of the Jakarta Kini (JAKI) as a one-stop service application that integrates various services and public information. JAKI has various features such as Citizen Report, tax services, public information related to food prices, public transportation, and other features. The JAKI application is a manifestation of the Jakarta Smart City concept and is managed by the Jakarta Smart City Regional Public Service Agency (BLUD JSC). In managing the JAKI application, BLUD JSC has divisions that have their respective responsibilities, namely, the communication division, data center and network division, product and service development division, product development and analysis division, product and service operational division, data analysis division and marketing division. The main values of this application are one-stop service, integration, innovation and community-oriented. The development of JAKI features refers to the 2017-2022 Local Government Medium term plans (RPJMD) and Regional Strategic Activities by prioritizing community services. The integration process is guided by the Decree of the Head of the Communication, Informatics And Statistics Department Agency Number 14 of 2021, namely the integration scheme in the form of banners, web views, launchers, and APIs. The presence of the JAKI application is expected to become a citizen interaction platform that is not only an application, but also an ecosystem that focuses on the community (citizen-centric design).

One of the problems with the JAKI application lies in the low use and utilization of the community. It can be seen from the 10.6 million residents of DKI Jakarta that only 4.5 million people have downloaded the JAKI application.

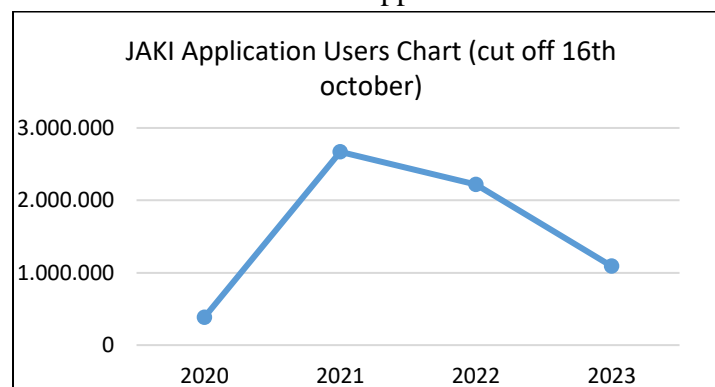


Figure 1 Jaki Application Users Chart, Obtained From Regional Public Service Agency JSC

Data from Jakarta Smart City as the institution that manages JAKI also shows that users of the JAKI application have decreased from 2021 with 2.6 million users to 2023 with only 1 million users. This means that throughout 2023, only about 10% of the total population of DKI Jakarta used the JAKI application. From this decline, it can be said

that there was a lot of discontinuance in the community that previously adopted the JAKI innovation and then left the innovation and no longer used it. As the capital of Indonesia, Jakarta is the barometer for other regions. It is intriguing to see how the government of DKI Jakarta still struggles with encouraging public adoption of public service innovation. In this regard, the innovation aimed at solving public service issues and enhancing the quality of public services has resulted in another issue concerning community engagement and usage of the innovation. Therefore, it is important to look at the factors that cause the low adoption and discontinuance of JAKI innovations. In seeing this, Rogers in his diffusions of innovation theory offers insights one of them is qualities that make innovations spread successfully. There are five attributes or characteristics of innovation that can encourage or inhibit people to adopt an innovation, namely:

1. Relative advantage is the degree to which an innovation is perceived to be better than other ideas. People will be interested in innovations that provide changes, benefits, and advantages that are real and can be felt by the community. The greater the perceived advantage for adopters of an innovation, the faster the adoption rate will be.
2. Compatibility is the degree to which an innovation is perceived as consistent with existing values, past experiences, and potential needs of people. People are more likely to adopt an innovation if it matches their existing values, past experiences, and potential needs. Innovation that goes against the norms and values of a social system will face more resistance as an innovation. To adopt such innovation, people may need to change their value system first, which is a relatively slower and unsure process.
3. Complexity is the degree to which an innovation is considered difficult to understand and use. There are some innovations that are easily understood by the community, but there are also innovations that are difficult for the community to understand, making it difficult for the community to adopt.
4. Trialability is the degree to which an innovation may be tried on a limited basis. People can adopt an innovation more easily if they can test it on a small scale first. The more accessible and trialable an innovation is, the more likely the community is to embrace it.
5. Observability is the degree to which the results of an innovation are visible to others. Innovation that has clear benefits and visible to others, makes people more likely to adopt the innovation. The more visible the outcomes of an innovation are, the more willing people are to try it.

Generally, innovations that are perceived by receivers as having greater relative advantage, compatibility, trialability, observability, and less complexity will be adopted more rapidly than other innovations. These are not the only qualities that affect adoption rates, but past research indicates that they are the most important characteristics of innovations in explaining rate of adoption (Rogers, 1983). Innovation as a new thing for

the community requires certainty or encouragement to use the innovation. Perception of these attributes by the individuals helped in explaining the different rates of adoption (Kapoor, 2014). Therefore, it is critical to understand the effects of these attributes as they largely influence the adoption decisions of any innovation. Innovation attributes are qualities or indicators that become one of the factors driving people to adopt innovations. The rate of diffusion is determined by the rate of adoption, which refers to the relative speed of use by members of the social system. The rate of adoption itself is, in turn, influenced by various attributes of the innovation (Huber, 2018). The more and better indicators found in an innovation, the faster and more people will adopt the innovation (Rogers, 1983). The novelty of this research is to analyze the adoption of JAKI application innovations using Rogers innovation attributes. Several studies related to the JAKI application focus on excellent service, implementation, and success. No one has examined the adoption of JAKI application innovations using Rogers's innovation attributes. This gap was taken by the researcher to be used as research material. The purpose of this research is to identify Rogers attributes of innovation in the JAKI application.

METHODS

This research uses qualitative methods, Cresswell defines qualitative method as a method to explore and understand the meaning that arises from a phenomenon or that comes from a social problem. Qualitative research methods are research methods used to research on natural object conditions, where the researcher is the key instrument and the research results emphasize meaning rather than generalization. In addition, this research uses descriptive approach to describe thoroughly about the research object. This research was conducted at the Jakarta Smart City Regional Public Service Agency (BLUD JSC) as main informant to get more knowledge and information about the JAKI application itself and to get a better understanding of what is the BLUD JSC wanted to achieve from the JAKI application. Data collection techniques were carried out by conducting structured interviews with the primary data obtained from managing staff of research analyst, business analyst of the JAKI application and also interview with the community or the people that have used JAKI application before. Meanwhile, secondary data was obtained from various previous studies and documents about the JAKI application itself. Data analysis was carried out using data triangulation. According to Sugiyono data triangulation is a data collection technique that combines various existing data and sources Data that has been achieved were carried out through data reduction, data display and conclusion drawing. With that being said, all of those steps are carried through to find the cause of problems on why JAKI application users is declining. Through this process, researchers can describe why JAKI application users are decreasing, the factors that cause it and what steps the government is taking through the JSC Regional Public Service Agency.

Findings and Discussion

1. Relative Advantage

Rogers defines relative advantage as the extent to which an innovation is considered better than the idea it replaces. The more advantages or benefits of an innovation for the community, the faster the innovation will be adopted by the community. People who have the potential to adopt will see the extent of the benefits or advantages of an innovation compared to the previous thing.

The JAKI application provides various benefits for the community in terms of accessing various public services and public information through one application. JAKI has the advantage of having many features in one application. The features in the JAKI application include various categories that can be utilized by the community. The JAKI features including the categories of public transportation, health, education, career and business, citizen reports, sports, environment, government management, population and emergencies. Among these features, the most prominent features are Citizens Report, Medical Facility Queue, Taxes, Public Transportation, News, Flood Monitoring, and Air Quality. The Citizen Report feature is the feature that is most featured and utilized by the community. With the Citizen Report feature, the community can report conditions such as damaged roads, noise, complaints related to public services, garbage, illegal levies, and others. This feature also has advantages in terms of reporting, the identity of Citizen who report will be hidden so that people will have more freedom and willingness to report. The existence of Citizen Report accommodates the community (the public) to play a bigger role in monitoring government performance and be more involved in governance activities. The process of making a report in Citizen Report is done by photographing the situation or problem that occurs with a description of the problem and then uploading it to the JAKI application. With this feature, the community can keep an eye on the government, and the government has to provide better services and performance. If the government is unable to perform its duties in providing quality public services, reports and complaints will come from the community. This enables the government to identify problems in public service easier and faster. After identifying problems from the reports that come in, the government can look for solutions and take action in order to solve the problem. Based on the interview with Senior Business Analyst of Jakarta Smart City, there are 120.000 incoming reports and 94,4% of total reports have been resolved. This also indicates that the Citizen Report features have a massive impact. With that being said, the Citizen Report feature is able to give benefits to both the community and the government. In addition, the managing governance is able to responds quickly to complaints submitted with a fairly good quality of resolution and satisfactory (Ernawati, 2023).

The Public Transportation feature also provides benefits for the community when using public transportation such as MRT, LRT, TransJakarta, and MikroTrans. Through this feature, people can see information and public transportation routes throughout DKI

Jakarta. People can also see public transportation that can be used based on location and destination. This feature is also important for reducing traffic issues, which have been a crucial issue in Jakarta. Public transport that is easy to access and navigate will encourage more people to use public transport for their activities. There is also an ambulance feature that provides convenience for the community in accessing ambulance services. In addition, there is a health facility queue feature that provides benefits for queuing at the nearest hospital or health center. So that the community can come to the hospital and be served immediately without queuing on the spot first. Therefore, people can save more time when accessing health facilities. In terms of economy and employment, JAKI has two features such as JakNaker and JakPreneur. JakNaker provides information about job opportunities with details about the salary, qualification, and the companies profile. The presence of JakNaker makes it easier for the community to search for jobs and offers a wide choice from all of the companies that collaborates with JAKI. On the other hand, JakPreneur is a platform that facilitates micro, small and medium enterprises (UMKM) such as start up company, educational institutions and more. Member of JakPreneur will be given training, mentoring, licensing, marketing and even capitalizing, with this the government hopes that many small companies and business continue to grow. Although, there is several issue with ineffective monitoring using Whatsapp, low engagement from the community and participants low knowledge about technology from the previous studies as (Nur, 2021) describe.

There is also Tax feature in the JAKI application that provides taxation services in collaboration with the DKI Jakarta Regional Revenue Agency. In this feature, the public can access taxation services, from tax checking to tax payment, through the JAKI application. Public service pathologies, namely corruption and collusion in the tax field, can be avoided with online services. In the context of the environment, the JAKI application has two features, namely flood monitoring and air quality. The Flood Monitoring feature can make it easier for the public to monitor flood conditions in Jakarta, water levels at floodgates and rivers in Jakarta, flooded areas, potential flooding, and so on. While the air quality feature provides information on air quality in areas in Jakarta, people can find out which areas have poor air quality and which areas have good air quality. The JAKI application also has the advantage of integrating various regional work unit services in DKI Jakarta. With JAKI, regional work units in DKI Jakarta, such as urban villages, RSUD, sub-districts, urban villages, BPD, and others, can provide more efficient and effective public services. Thus, regional work units in DKI Jakarta are also helped to carry out their duties and responsibilities in providing quality public services. Data from the JAKI application is also helping the regional work units make a data-driven policy. However, it is a challenge for JAKI managers to integrate different data from a large number of regional work units in DKI Jakarta Province.

Overall, the advantage of the JAKI application innovation lies in the integration of various services and public information. The public can access these various features

through one application only. In terms of the community, they also assess that the JAKI application is able to organize public services that were previously not well organized to be better and more organized. Access to public services and information that was previously quite difficult to access has become easier. The community no longer needs to come to certain agencies to get public services, which provides advantages in terms of economy (cost) to get to the agency and efficiency. This findings aligns with other research that finds the JAKI application is capable of providing benefits that can be felt by the community, more than half of the public states that the application is beneficial and helpful (Daffa, 2021). The more an innovation provides benefits, the faster and innovation will be accepted by the community (Haryani, 2022). Therefore, it can be concluded that in terms of relative advantage, JAKI application provides many advantage for the community and able to engage public interest about the innovation.

2. Compatibility

Innovation compatibility is the degree to which an innovation matches the values, past experiences, and needs of the recipient. The more compatible an innovation is with the values, past experiences, and needs of users, the faster it will be adopted by the community.

Values in the JAKI application are designed with general principles so that they can be used by all people, regardless of their background. This is due to the condition of DKI Jakarta Province, whose people are very heterogeneous and diverse. Thus, there are no elements of DKI Jakarta's original culture that are poured into the JAKI application. In addition, the JAKI application also creates an English language option to facilitate international tourists or people who want to use the JAKI application. As for conformity with past experience, JAKI as an application-based innovation certainly takes advantage of technological developments and digitalization. Digital-based public services is a must in the digital era, where the government as a service provider must be able to provide services that can satisfy the community. In addition, the Citizen Report feature is also a development of an innovation that was previously implemented in DKI Jakarta, namely QLUE. But overall, the JAKI application that integrates various public services is a new concept that has never been done in DKI Jakarta before.

Meanwhile, in accordance with the needs of the community, the JAKI application has various features such as health, taxes, transportation, reports, education, careers and businesses, population, social and economic, recreation, sports, and environment. These features are expected to be able to answer the needs of the community. The JAKI application also creates new features based on the conditions and needs of the community. This can be seen during the Covid-19 pandemic, JAKI provided vaccination services and information for the community. This service was utilized by the community, and vaccine coverage data through JAKI reached 120.5% of the total DKI community. This means that many people from areas around DKI Jakarta, such as Bogor, Bekasi, Tangerang, and Depok, also utilize JAKI's vaccination information services. As of now, JAKI has also

created an air quality monitoring feature that can be accessed by the public. This feature was created because Jakarta's air quality recently deteriorated around July 2023. In terms of development, Jakarta Smart City manages JAKI with product development cycle, that engages user to further understand the needs of users and make the next development based on their feedback. So it can be said that the JAKI application was developed by orienting to the needs of the community and trying to meet their needs. The community itself thinks that the JAKI application is also able to meet the needs of the community. Especially in terms of a faster reporting process, public transportation information, ambulance services, and health facility services. The ability to adapt and provides users needs is a crucial instrument to increase innovation adaption and keeping the sustainability of the innovation.

3. Complexity

Complexity is the level of difficulty in understanding and using innovations for recipients. An innovation that can be easily understood and used by the recipient will spread quickly, while an innovation that is difficult to understand or even difficult to use by the recipient will be slow to spread. Technology-based innovations, especially in the form of applications, must have an attractive, simple, and easy to understand appearance for the community. Ease of use of various features is also an important factor in complexity.

Innovation tends to have a higher degree of complexity than the previous innovations or ideas (Hapsari, 2021). In this case, JAKI as an application has an easy-to-use interface. The development of the JAKI application also uses user-centric design, which means user-centered application design. BLUD JSC as the manager of JAKI also conducted a survey on user experience when using the JAKI application. Through the survey, BLUD JSC can see whether the JAKI application is in accordance with what the community wants. One example of the development of a user experience-based JAKI application is the addition of a search field feature in the JAKI application that did not previously exist. This addition was made based on feedback from the community, which wanted a search field feature in the JAKI application to make it easier to find services that the community wanted to access. BLUD JSC, as the manager of JAKI, also monitors the behavior or habits of the community in using the JAKI application to be taken into consideration in further development. Based on data from the Jakarta Smart City report, the results of studies conducted by BLUD JSC using telemetry analysis and surveys show that most users of the JAKI application come from the technology native generation and the age range of 25-44 years with no dominant gender. This means that only a few JAKI application users are over 44 years old and under 25 years old. This shows that the JAKI application is predominantly adopted by productive people who are familiar with and can operate technological devices such as cellphones and is rarely used by people. The following is a view of the JAKI application.



Figure 2 JAKI Interface, Obtained from JAKI Application

In order to access the features, user can simply click on one of the chosen features and follow the instructions given by the application to further use the feature. Some features will direct users to a website, mainly those under regional work units. Though it might be simple for those who are used to technology, it might not be the case for the elderly people and people who are not used to technology. From the perspective of the community, the user interface and the use of the JAKI application are not complicated. Especially among productive age groups, most of whom have mastered technology and are accustomed to technology. However, there are several obstacles, such as applications that experience errors when they want to upload documents, so it is necessary to uninstall the application first, then install it again (reinstall) in order to avoid errors occurring. Based on the interview with the community that have used JAKI application before, there are also complaints about applications that often have errors and other obstacles. The causes of the error itself are various, for example errors due to the network, errors from the JAKI server, errors from each device, and others. The tendency of the application to error will have an impact on the community adoption and potentially discontinuance for people who have previously adopted the JAKI application but have left the JAKI application. There is room for development of the JAKI application to improve JAKI performance to be able to satisfy the community and engage more adoption.

4. Trialability

Trialability is the ability with which an innovation can be tried or cannot be tried by the recipient. Generally, innovations that are easy to access and try by the community

will be adopted more quickly by the community. Meanwhile, innovations that are difficult to try cause doubts for the community or adopters. So in order for an innovation to be quickly adopted, it must be able to demonstrate its superiority.

Innovation can only be accepted after the community tries it and feel the benefits of the innovation (Hapsari, 2021). The JAKI application is a recent innovation that integrates various services and public information, with no prior similar application. JAKI was first launched in 2019 without any trial first. This is one of the factors that causes low public knowledge of the JAKI application. In terms of ease of use, the JAKI application can be accessed by individuals on their respective mobile phones. In terms of trialability, JAKI application can be downloaded and used by anyone at any time. It is also accessible to anyone without any exception. However, based on the findings from the community, many said they did not know and had never used the JAKI application. In that sense, there are still many people who have never tried using the JAKI application. Although the JAKI application is easy to try and use, the willingness of the community to try it is still low, and the community's knowledge about the JAKI application is also fairly low. This is an important element in the adoption of innovations, public knowledge and public perceptions of innovations have a big impact on the willingness to adopt. For the community to adopt an innovation, they must be informed about the innovation to then try the innovation by themselves. Based on what was learned from interviewing the community, many said they never attended or were not directly aware of JAKI's socialization. Most of them that knew the JAKI application, get the information about the application from social media socialization. Approaching this issue, JAKI managers have conducted more intense direct socialization recently about the JAKI application in urban villages and schools. With the hope that more and more people will recognize the JAKI application and want to try the JAKI application, therefore increasing the adoption of JAKI itself.

5. Observability

The meaning of observability is whether or not it is easy to observe the results of an innovation. Observations are made to illustrate how newly created innovations can bring a better solution, situation and also met the expectations of the agency as the creator of the innovation. In addition, visible impact of the innovation will be more quickly accepted by the community and conversely, innovations whose results are difficult to observe will take longer to be accepted by the community.

The ease of observation in the JAKI application lies in the Citizen Report feature, where the public can monitor the report process at the waiting, coordination, processing, or completion stages. So that the community knows and the process can be observed by the community. In addition, JAKI application also provides the community to contribute their ideas through community consultations on development feature (MUSRENBANG). Proposals that are submitted to community consultations on development can be monitored directly to see how they are processed. The status of the proposal will be

verified at the sub - district and urban - village levels. Accepted proposals will be accommodated in the following year's Work's Plan of the Regional Apparatus/Unit of Work of the Regional Apparatus. Having said that, the observability aspect of the JAKI application is quite good, the community can see the results of their participation and their use of the application. Visible participation impact of the community reports, ideas, and others are important to maintain and further encourage the community to adopt JAKI innovation. Regional Public Service Agency Jakarta Smart City also monitors community feedback and evaluates it through this feedback. Therefore, Jakarta Smart City, as the manager, can directly monitor things that become community complaints and things that the community wants in the JAKI application. This is important to maintain the sustainability of the JAKI application and also maintain community adoption to avoid discontinuance.

In summary, the JAKI application's features and design align with Rogers' innovation attributes, making it more likely to be adopted by the community. The application's relative advantage, compatibility, simplicity, trialability, and observability all contribute to its potential for widespread adoption and successful implementation. Although in terms of complexity and trialability there is still several problems such as, errors that occurs when using the application and the main issue here is that not many people know about the JAKI application. In the context of public service innovation, trialability means the ability of the public to try or not try an innovation. An innovation that is easy for the public to access and try will be more quickly accepted by the public. On the other hand, innovations that are difficult to try will raise doubts among the community. The government is aware of this issue and is trying to conduct outreach with the community during visits to sub-districts and schools to get more people to know about the JAKI application. This is a crucial step that the government take, because in order for an public service innovation to work properly, it needs the community willingness to use, to utilise and to adopt it into their daily life.

Conclusions

From the explanation above, it can be concluded that the DKI Jakarta government's innovation in organizing the Jakarta Kini (JAKI) application which is seen using Rogers' innovation attributes including relative advantage, compatibility, complexity, trialability, and observability is quite good. In terms of relative advantage, the JAKI application is able to provide many public services. It is also reachable anywhere and everywhere by the community, with no exception. In terms of compatibility, JAKI is able to adapt to user needs and values and matches the past experience of digitalizing governance services. However, in the complexity and trialability indicators there are still obstacles. In complexity, the application still often experiences errors, so more maintenance is needed from the JAKI manager, namely BLUD JSC. In terms of trialability, there are still many DKI Jakarta people who do not know and have not tried the JAKI application. This is due to the lack of previous socialization. BLUD JSC needs to conduct more intense

socialization with the community to introduce the JAKI application to the public so that the adoption rate of JAKI innovations in the DKI Jakarta community can increase. In terms of observability, the JAKI application has a positive impact and is also able to provide a more efficient way to reach public service. It can be concluded that the two innovation attributes, namely complexity and trialability are the main reasons for the low adoption of the JAKI application.

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