OPTIMIZATION OF IMPLEMENTATION OF ACCELERATION POLICY OF BIRTH CERTIFICATE OWNERSHIP IN THE DEPARTMENT OF POPULATION AND CIVIL REGISTRATION IN BANGLI REGENCY

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Abstract- Based on the ideal condition will be expected that all public in Bangli regency should have birth certificate as according its capacity and status. To find out how the response on the public and to know the factor of obstacles and its support in making optimal the implementation of policy acceleration of the birth certificate ownership in the Department of Population and Civil Registration of Bangli Regency, there was research done using the qualitative method with SWOT analysis. The pattern of cooperation in making optimal the implementation of policy acceleration of the birth certificate ownership in The Department of Population and Civil Registration of Bangli Regency was between The Department of Population and Civil Registration of Bangli and Sulahan, Kayubihi, Yangapi, Songan B's head village, school, and the society. The result was research of the acceleration strategy of optimization in making the birth certificate according to SWOT diagram were in the first Quadrant (X value = 1,6429 and Y value = 1,5775) which supported the strategy of making optimal implementation of policy acceleration of the birth certificate in the form of the change strategy were the indoor service (in office)and outdoor service (out of office). While the obstacles of its strategy were the facilities were not enough, the lack of database Administrator Team and the lack of information to the society in among villages.

Keywords: Optimization of acceleration, SWOT analysis, birth certificate

I. INTRODUCTION

In accordance with the Indonesian Constitution, the 1945 Constitution article 28 paragraph (2), it is clear that every child has the right to survive, grow and develop, and the right to protection from violence and discrimination. In Law Number 23 in 2002 regarding Child Protection, states that one of the rights of the child is an identity including the birth certificate. A Birth Certificate is a resident document that provides evidence of a birth event that explains the child's name, gender, place and date of birth, parent's name and nationality.

Law Number 24 IN 2013 states that Population Administration is a series of structuring and controlling activities in the issued documents and Population Data through Population Registration, Civil Registration, Information Administration of Population Administration and utilization of the results for public services and other sectors development.

The problem of lack of birth certificate ownership is caused by several other problems: 1) public awareness of population administration is still low, 2) low understanding of the importance of birth certificate, 3) lack of socialization of population policy and civil registration, 4) lack of management of population administration to the manager (5) lack of outdoor service breakthroughs (direct service, 8) the complexity of bureaucracy procedures for population services, and 9) the absence of registrar residence personnel in the village as servants closest to the community. Based on the above exposure, the authors are interested in conducting research titled, "Optimizing Implementation of Acceleration Policy of Birth Certificate at the Department of Population and Civil Registration of Bangli Regency".

According to General Indonesian Dictionary (1994) optimization is derived from the optimal word which means best, highest, most profitable, best possible, make the highest, optimize the process, the way, the action to optimize (make best, highest, etc.). According to Edward, quoted by Abdullah (1987) the factors that are the most important conditions of success of an implementation process include: (a) communication, (b) resouces (resources), and (c) attitude and commitment disposition.

Birth Certificate is a resident document which provides evidence of a birth event, explaining the child's name, gender, place and date of birth, parent's name and nationality. In Law Number 23 Year 2002 regarding Child Protection of the

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Republic of Indonesia precisely in Article 5 it is said that every child has the right to a name as an identity and citizenship status.

According to Pitus (2010) states understanding of perception in the scientific dictionary is the observation, compilation of impulses in unity, knowing things, through the senses, responses (senses) and comprehension. In the opinion of Kartini Kartono (1984), perception is a global observation, not yet accompanied by consciousness, while the subject and object are not yet distinguished from each other (there is only a process that has a response). Hardiyansah (2011) defines that service can be defined as an activity given for help, prepare, and take care of whether it is goods or services from one party to another.

According to Inu Kencana Syafiie, et al (1999) the meaning of the word public itself is "a number of people who have togetherness thinking, feelings, expectations, attitudes, and actions that are true and good based on the values of the norms they have". In Law Number 25 in 2009 concerning Public Service "Public service is any form of activity in the framework of arranging, coaching, guidance, provision of facilities, services and other implemented by the government apparatus as an effort to meet the needs of the community in accordance with the provisions of applicable legislation". HAS Moenir (2002) argues that there are six supporting factors of service, among others: (a) Awareness factors, (b) Rule factors, (c) Organizational factors, (d) Revenue factors, (e) Capability factors, and (f) means of service. According Pidarta in Astuti (2009) participation is the involvement of a person or several people in an activity.

SWOT analysis is a systematic identification factor to formulate company strategy. This analysis is based on Strengths and Opportunities, but can simultaneously minimize Weaknesses and threats (Threats) (Rangkuti, 2005). The theory presented Rangkuti requires that in strategic planning should analyze the strategic factors that include strengths, weaknesses, opportunities and threats.

Nazaruddinn (2015) in his research states the Effectiveness of Birth Certificate is a set of procedures given by the executing officer in the framework of making Birth Certificate as proof of determination obtained from childbirth. Oley, Y (2010) using descriptive research type with qualitatif approach. The focus of this research is how the effectiveness of birth certificate service in the Department of Population and Civil Registration in manado so that it can give satisfaction to society. Based on the results of the study can be concluded that the quality of public service at the Department of Population and Manado Civil Registration, especially in the service of birth certificate can be said to be qualified.

II. RESEARCH METHOD

The research was conducted in December 2017 until January 2018. The location of the study was determined at the the Department of Population and Civil Registration of Bangli Regency, Sulahan Village in Susut Sub district, Kayubihi Village in Bangli Sub district, Yangapi Village in Tembuku Sub district and Songan B Village in Kecamatan Kintamani. The Sampel of this research was determined based on purposive sampling. In this study the generalization model of the population with purposive samples with nonprobability sampling technique. Instruments used by researchers including: observation, questionnaires, and documentation. Data were collected through several ways, namely: interview, documentation, and observation. Data analysis techniques in this study were qualitative descriptive analysis and analysis of internal and external factors.

III. FINDING AND DISCUSSION

Bangli is a regency in Bali that does not have any coastal area. Geographical Location of Bangli Regency was between 08 08 '30 "- 080 31' 07" South Latitude and 1150 13 '43 "- 1150 27' 24" East Longitude. From the composition of the population per sub-district shows that Kintamani District has the highest population with the proportion of 43.77% with the population 115. 558 inhabitants. Bangli Sub District has a population of second rank (2) with a proportion of 20.54% with a population of 54,233 inhabitants. Sub district of Susut has a population of three (3) with a proportion of 18.40% with a population of 48,594 people, while the sub-district with the lowest proportion is Tembuku sub-district with 17.30% with 45,683 inhabitants.

The percentage of birth certificate ownership was useful to know the number of people who do not have birth certificate. According to Law Number 24 in 2013 regarding the amendment to Law Number 23 in 2006 concerning Population Administration, the provision of Article 1 lift 15 states that Civil Registration is the recording of an important event that a person experiences in the registration of civil registration at the relevant institution. In Article 68, the citations of the Civil Registry Documents include (1) births; (2) Death; (3) marriage; (4) divorce; (5) child recognition; (6) ratification of the child.

Based on interviews with Village Head of Yangapi, Tembuku Sub district, Made Adnyana on the optimization of birth certificate in the Department of Population and Civil Registration of Bangli Regency stated that: Service at the Department of Population and Civil Registration of Bangli Regency about birth certificate was good also seen from the society which was increasing although there were some communities that still did not have birth certificates. This could be seen from the coordination to the Department of Population and Civil Registration of Bangli Regency is getting easier by phone or WA, this was what made it easier for people to take care of things like birth certificate in the Department of Population and Civil Registry of Bangli Regency

Based on IFAS analysis result, it could be seen that the strength factor had a value of 2.3143 and weakness of 0.6714. Based on the calculation of the internal environmental factors, namely the strength factor minus the weakness factor obtained X value as the horizontal axis = 2.3143 - 0.6714 = 1.6429. Thus, the X axis value in the SWOT diagram was 1.6429.

Based on the results of EFAS analysis showed that the opportunity factor had a value of 2.3099 and the threat of 0.7324. Based on the calculation of external environmental factors, namely the opportunity factor minus the threat factor obtained by the value of Y as the vertical axis = 2.3099-0,7324 = 1.5775. Thus, the Y axis value in the SWOT diagram was 1.5775. The results of IFAS and EFAS matrix calculations yield X axis of 1.6429 and Y axis value of 1.5775.

Based on the SWOT diagram showing that the optimization strategy position of the implementation of the policy of acceleration of birth certificate ownership in The Department

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of Population and Civil Registration of Bangli Regency was in Quadrant I (first) or in S-O aggressive strategy position.

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IV. CONCLUSION

Based on the data which has been analyzed above, it could be concluded as follows:

1. Services at the Department of Population and Civil Registration of Bangli Regency about the birth certificate was good, seen from the program offered by the Department of Population and Civil Registration in the form of outdoor service, the procedure has been shorter seen from the cutter SOP (Standard Operational Procedure) performed and the addition service operators from 2 applicants in trean units to 8 applicants in units.
2. Based on the SWOT diagram showed that the position of acceleration strategy of ownership of birth certificate in the Department of Population and Civil Registration of Bangli Regency on mapping of strategy environment analysis (internal and external environment is in Quadrant I (first) or in aggressive strategy position SO Inhibiting factor in optimizing implementation policy of acceleration of ownership of birth certificate at the Department of Population and Civil Registration was lack of infrastructure, lack of database administrator team, nd the lack of socialization among the communities in the villages. Supportive factors in the optimization of the implementation of the policy on the speed of ownership of births in the Department of Population and Civil Registration and any strategic changes decreasing making process.

Based on the results of the discussion and the conclusion above, it is suggested that the following matters are required cooperation of village officials, community and the Department of Population and Civil Registration to encourage and realize the implementation of the policy of acceleration of ownership of birth certificate at the Department of Population and Civil Registration of Bangli Regency.

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