

## The Effectiveness of the Klampid New Generation (KNG) in Population Administration Services in Wonorejo Village, Rungkut

Yoga Ardianto Firmansyah<sup>1</sup>, Ilmi Usrotin Choiriyah<sup>2</sup>  
<sup>1,2</sup> Muhammadiyah University of Sidoarjo, Indonesia



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### ABSTRACT

**Objective:** The research aims to evaluate how the KNG, an innovation developed by the Surabaya City Population and Civil Registration Office, simplifies online civil registration services for the community. **Method:** A descriptive qualitative approach was applied, with data collected through observation, interviews, documentation, and literature review. The analysis was guided by Sutrisno's (2010) five indicators of effectiveness: program understanding, target accuracy, timeliness, achievement of objectives, and tangible changes. **Results:** Findings reveal that while KNG has streamlined civil registration processes, public understanding remains limited, particularly among those with low digital literacy, which constrains independent utilization of the system. Ineffectiveness in user comprehension directly impacts the timeliness and accessibility of services. **Novelty:** This study contributes by applying Sutrisno's multidimensional framework to assess an IT-based public service innovation at the village level, emphasizing the critical role of public awareness campaigns, continuous training, and digital literacy empowerment in ensuring the sustainable effectiveness of e-government services.

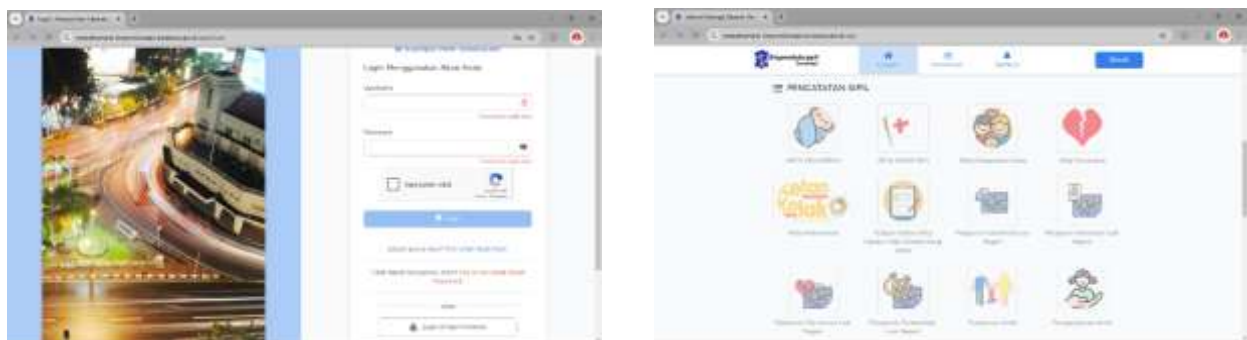
## INTRODUCTION

With the rapid development of technology and information, many changes have occurred in various fields of human life. The role of technology must be utilized as effectively as possible to facilitate work and community activities and overcome existing problems [1]. Technological developments accompanied by globalization have made it easier for governments to innovate in serving the public, a concept known as E-government. E-government refers to the application of information and communication technology (ICT) by government agencies to improve information exchange and optimize the quality of public services (United Nations, 2014). E-government is expected to enhance how governments deliver services and provide information to the public [2]. The public today pays great attention to public services, given the importance of public services that are needed by every citizen to meet their needs. Regulations established by the Minister of State for Administrative Reform and Bureaucratic Reform No. 63/KEP/M.PAN/7/2003 state that public services are all efforts made by government agencies in the form of services, goods, and administrative activities carried out in accordance with their duties, objectives, and functions in order to fulfill the needs of the community in accordance with applicable laws and regulations [3]. In accordance with the provisions of Law No. 24 of 2013 amending Law No. 23 of 2006 on Population Administration, population administration is a series of activities related to the regulation and management of data and documents pertaining to population identity,

carried out through the civil registration system, population registration, and their use for public service purposes or the development of other sectors.

Wonorejo Village is a village located in Rungkut District, Surabaya City. According to the Surabaya City Central Statistics Agency's 2024 district statistics book, Wonorejo Village has the third-largest population with 19,661 residents out of the six villages in Rungkut District. A more accurate and efficient service system is needed to improve the standards of service provided to the community [4]. In 2019, the Surabaya City Population and Civil Registration Office launched E-Klampid as an innovation in population administration services. The implementation of E-Klampid in 2019 ran smoothly, making it easier for residents to handle population administration matters. However, E-Klampid was temporarily suspended due to a program update in 2022, and the service transformed into Klampid New Generation (KNG) [5].

Since its launch on July 1, 2022, Klampid New Generation (KNG) can be accessed via the website or mobile app available on the Play Store at [6]. The enhanced features in Klampid New Generation include a chatbot using a virtual character named Cak Takon, designed to guide users when they need assistance [7]. The most notable difference between e-Klampid and KNG is the more comprehensive population administration services, enabling residents to handle administrative tasks without needing to visit an office in person. The menu on the Klampid New Generation (KNG) website is displayed as shown below.



**Figure 1 . Klampid New Generation (KNG) website display**

Klampid New Generation (KNG) offers several features. The first is public services, including authenticity and legalization. The second is , which provides civil registration services such as birth certificates, death certificates, adoption certificates, divorce certificates, marriage certificates, and requests for reprinting documents. Additionally, the service includes reporting of birth, death, divorce, and marriage events occurring abroad; recognition and adoption of children; changes to personal data on birth certificates; adjustments to important event data such as death through district court proceedings; name changes on divorce and marriage certificates; requesting copies of birth certificates (especially for the purpose of migration abroad); and issuing marriage agreement certificates and marriage status certificates (married, unmarried, or

remarried). Three types of population registration include SKTT/KK OA/moving out of OA/exit permit (EPO), reprinting family cards, separating family cards, moving within the city or moving out of the city, updating titles, applying for electronic identity cards, and changing personal data.

Efforts to improve the quality of public services to become more professional, efficient, and community-oriented are known as the optimization of population administration services. The purpose of optimizing population administration services is to accelerate the service delivery process, reduce the likelihood of administrative errors, and simplify the process for residents to fulfill various administrative requirements. Public service quality can be improved and public satisfaction achieved by adhering to the principles of public service and good governance[8]. In efforts to provide accurate and effective services to the public, the KNG application and website have been utilized in Wonorejo Village to maximize population registration-related administrative services. The following is a summary of population administration service data in Wonorejo Village from January to December 2024.

**Table 1.** Summary of Population Administration Service Data for Wonorejo Village from January to December 2024

No	MONTH	TYPES OF SERVICES										TOTAL
		KTP	KK	MOVING IN	MOVING OUT	BIRTH CERTIF.	DEATH CERTI	DOMICILE LETTER	REFERRAL LETTER	LEGALIZATION	OTHERS	
1	Januari	201	37	19	6	21	10	22	0	15	455	786
2	FEBRUARY	191	34	20	2	14	3	16	0	15	376	671
3	MARCH	135	32	18	6	15	6	24	0	13	349	598
4	APRIL	101	134	12	4	10	4	14	0	12	212	503
5	MAY	125	95	22	6	21	9	10	0	11	387	686
6	Juni	134	71	19	5	13	7	11	11	12	376	659
7	JULY	139	63	72	9	19	5	41	12	9	352	721
8	AUGUST	143	64	76	8	16	5	39	10	12	361	734
9	SEPTEMBER	147	82	25	1	14	3	7	27	13	394	713
10	OCTOBER	73	86	28	6	20	5	15	15	4	341	593
11	NOVEMBER	67	57	32	5	14	6	17	6	18	451	673
12	DECEMBER	34	42	20	2	11	6	18	7	5	201	346
	<b>TOTAL</b>	<b>1.490</b>	<b>797</b>	<b>363</b>	<b>60</b>	<b>188</b>	<b>69</b>	<b>234</b>	<b>88</b>	<b>139</b>	<b>4.255</b>	<b>7.683</b>

Table 1. Displays a summary of administrative service data for Wonorejo Subdistrict in Surabaya City from January to December 2024. The data was collected through the Klampid New Generation website and from residents who visited the Wonorejo Subdistrict Office directly for population administration matters. There were 1,490 applications for identity cards, 797 applications for family cards, 363 applications for moving in, 60 applications for moving out, 188 birth certificate applications, 69 death certificate applications, 234 residence certificate applications, 88 referral letter applications, 139 legalization applications, and 4,255 other service requests.

However, with the increasing number and completeness of features or menus in the KNG application, not all residents can access and use it independently. The lack of socialization has also become a factor hindering the successful implementation of the KNG application. Although the main objective of developing Klampid New Generation is to make population administration easier online without having to visit the sub-district office, not many people understand how to use it. This shows that the use of KNG as a digital solution for public services has not been fully successful and still leaves many challenges, especially for residents who are not familiar with technology.

Previous research by Cantika Yulianing Tyas et al. (2024) found that the optimization of *the Klampid New Generation (KNG) website* in Jemurwonosari Village still faces limitations in features, resulting in additional services being provided at the RW Community Hall and via WhatsApp. Efficiency was improved through employee training and socialization with RT and RW. The main constraints were limited human resources and a lack of dedicated budget, despite the availability of supporting facilities [5].

A study conducted by Amelia Ayu Wardhani et al. (2024) highlights that the Klampid New Generation (KNG) innovation, particularly through the KALIMASADA program in Surabaya City, has yielded positive results in the Wonorejo Rungkut area. This program has proven effective in addressing challenges such as low public awareness of the importance of population documents. Through proactive initiatives such as providing services at the RW Community Hall, implementing the JEBOL ANDUK program, and involving RT representatives alongside interns in door-to-door outreach activities, the program has significantly improved the management of population administration issues [9].

According to research conducted by Katarina Meira et al. (2024), the KNG Program in Wonorejo Village, Tegalsari District, has not had a significant impact on improving public services. Out of five effectiveness indicators, only timeliness was deemed effective, while the other indicators, such as understanding of the program, appropriate program targets, achievement of objectives, and changes that have occurred, still face challenges. Lack of socialization, limited understanding of technology, and limited access to devices among residents are the main factors hindering the implementation of the KNG program, resulting in many residents still relying on direct assistance from village officials to handle administrative matters related to population registration [10].

In an effort to support the ease of administrative services in Surabaya City, the Surabaya City Population and Civil Registration Office has designed the New Generation Klampid (KNG) program. Based on this, the researcher conducted an in-depth study to assess the effectiveness of KNG implementation in Wonorejo, Rungkut District. This effectiveness assessment is based on five criteria outlined by Sutrisno (2010), namely: 1) level of understanding of the program, 2) accuracy in reaching the target audience, 3) timeliness of implementation, 4) achievement of set objectives, and 5) significant changes. The evaluation was conducted to determine the extent to which these success indicators

align with the program's objectives. If the success indicators show alignment with the established objectives, the program is considered effective.

## **RESEARCH METHOD**

This study uses a qualitative method with a descriptive approach. According to Sugiyono, as cited by Tyas C. Y and Choiriyah, I. U (2024), this approach aims to understand the research object in its natural state, without artificial intervention from the researcher [5]. The qualitative descriptive research approach is considered appropriate for use in this study because it allows researchers to explore in depth information related to the effectiveness of population administration services in Wonorejo Village, Rungkut District, Surabaya City. This method also allows for analysis of facts found in the field while still referring to relevant theoretical principles. The results of data collection provide a clearer and more accurate picture of the actual conditions in the field. This study uses Sutrisno's (2010) effectiveness theory as the basis for analysis, focusing on five main indicators, namely: (1) understanding of the program, (2) accuracy in achieving objectives, (3) timeliness of implementation, (4) achievement of measurable goals, and (5) the existence of real changes. This study was conducted in Wonorejo Village, Rungkut District, Surabaya City, from January to April 2025. The selection of this location was based on the high use of the Klampid New Generation (KNG) system by local residents in managing administrative documents related to population administration, which also raises various issues worthy of investigation.

The selection of informants in this study was based on their direct involvement and understanding of the Klampid New Generation (KNG) program. Key informants include: 1) Mrs. Rossie Andriani, Service Supervisor, who is directly responsible for monitoring administrative services through the KNG platform in Wonorejo Village, Rungkut District; and 2) Residents of Wonorejo Village who are active users of the KNG service and have directly experienced the impacts and benefits of the service through the website and mobile application. Data collection was conducted through field observations, in-depth interviews, documentation, and literature review. The data was then analyzed using the interactive analysis model by Miles and Huberman (1984), which includes three stages: data reduction, data presentation, and drawing conclusions [11].

## **RESULTS AND DISCUSSION**

### ***Results***

Wonorejo Village is one of the villages located in Rungkut District, Surabaya City. With an area of approximately 650 ha, this village is the second largest village in Rungkut District. Wonorejo Village is one of the buffer zones of Surabaya city center. As one of the buffer zones, the existence of Wonorejo Village has become increasingly important over time. It cannot be denied that as an area develops and progresses, the number of residents in that area also increases. Population growth occurs due to several factors, including birth rates and migration. This directly affects population density.



**Figure 2 .** KNG Consultation Services in Wonorejo Village



**Figure 3 .** Administrative Document Services in Wonorejo Village

The Wonorejo Subdistrict Office, located at Jalan Raya Wonorejo No. 1, Surabaya, East Java, serves the public from Monday to Thursday from 8:00 AM to 4:00 PM, Friday from 8:00 AM to 3:00 PM, and Saturday from 9:00 AM to 12:00 PM. For applicants wishing to process administrative documents online, you may utilize the Klampid New Generation (KNG) website or application at [12]. To access this service, applicants must have an account registered using their National Identity Number (NIK), and this service is only available to residents holding a Family Card (KK) issued by Surabaya. After the account is verified, applicants can submit their requests according to the available services on the KNG website or app. In addition to services at the office, the Wonorejo Subdistrict Office also provides a mobile service every Tuesday from 4:00 PM to 6:00 PM at the RW community hall on a rotating basis. Although the quality of service is equivalent to that at the office, facilities at the RW community hall are limited due to the absence of equipment such as computers and printers, so document printing cannot be done at that location [13].

Klampid New Generation (KNG) is a digital application developed by the Surabaya City Population and Civil Registration Office (Dispendukcapil) as an innovative approach to population administration services. This application is designed to facilitate the public in managing population documents online and connecting to the

national population data system. However, its use is limited to Surabaya residents who have a registered Population Identification Number (NIK) in that area.

On Tuesday, February 25, 2025, researchers collaborated with village officials from Wonorejo to conduct a outreach activity in RW 09. During this event, most residents took advantage of the opportunity to register for a Digital Population Identity (IKD) account. This was because many residents did not yet have an IKD account and faced difficulties in the registration process due to unfamiliarity with the procedures and technical aspects of registration. The presence of officials directly assisted residents in guiding the registration process while also educating them on the importance of having an IKD as a form of digital identity integrated into administrative services for population management [14].

### ***Discussion***

The utilization of population administration services through the Klampid New Generation website in Wonorejo Village, Rungkut District, has proven to provide convenience for both residents and officials in managing population documents and civil registration. The effectiveness of this service was analyzed by researchers during the research process. Based on the findings, the researchers concluded that the effectiveness of Klampid New Generation (KNG) in population administration services in the area can be evaluated using the effectiveness theory proposed by Sutrisno (2010), which includes five main indicators: program understanding, target accuracy, timeliness, measurable goal achievement, and the occurrence of real changes[15] .

#### **1. Program Understanding**

Program understanding refers to the extent to which the implementation of an activity is understood and carried out in accordance with the objectives of the program. Program understanding can be seen in how Klampid New Generation (KNG) enables those involved to know their duties and responsibilities. In addition, residents can know and understand the purpose of the program being implemented. For this reason, the government needs to play a role in disseminating information to the community so that information about Klampid New Generation (KNG) can be well received by the community. Through socialization and training activities, the community, as users, are expected to understand the information provided by the Surabaya City Population and Civil Registration Office regarding the use of the Klampid New Generation (KNG) application.

Knowledge about the KNG program is certainly very important for the community. This understanding is useful in helping the community understand the use and benefits of the program. As with Klampid New Generation (KNG), the community must know that by using KNG, they can easily manage administrative matters. Wonorejo Village, Rungkut District, has implemented a socialization strategy both directly and through digital media.



**Figure 4.** Information poster on KNG service management  
Source: Instagram of Wonorejo Village, Rungkut Subdistrict

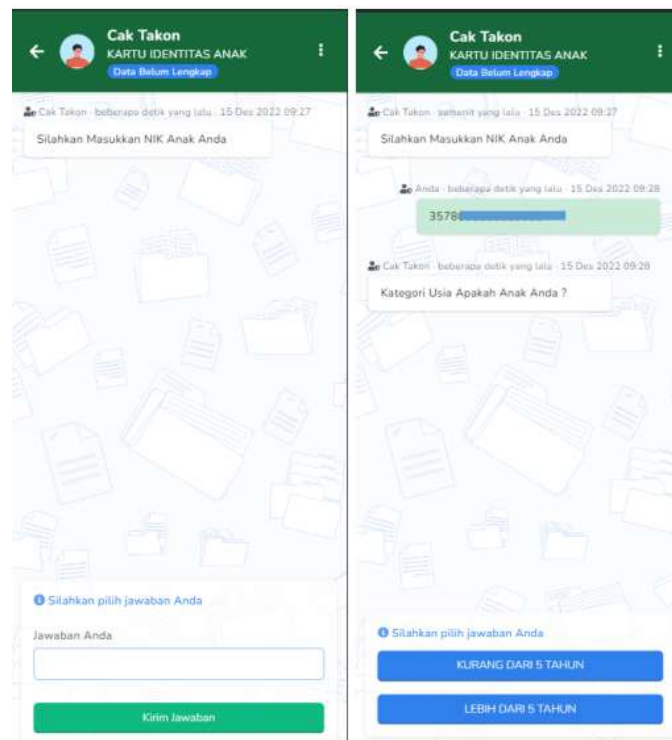
As shown in Figure 5, in addition to conducting direct outreach to the community, the Wonorejo Village Office, Rungkut Subdistrict, has been actively and consistently providing education and information on the procedures for using the Klampid New Generation (KNG) application through its Instagram social media account.



**Figure 5.** KNG brochure

Source: <https://disdukcapil.surabaya.go.id/beranda/tentang-kami/>

Figure 5 above is an information medium provided by the Population and Civil Registration Office containing information on how to use the KNG application and the requirements for processing population documents online. With this brochure, the community can obtain clear and structured information on how to use the Klampid New Generation (KNG) service.



**Figure 6.** The 'Cak Takon' feature on the main page of Klampid New Generation (KNG)  
Source: <https://s3.klampid.disdukcapilsurabaya.id/dispendum/attachment/>

One of the latest features of the KNG app, Cak Takon, displays a virtual assistant for users similar to WhatsApp. Cak Takon will assist and guide users when they encounter issues, especially when uploading documents. This feature automatically provides instructions on the upload procedure and the types of documents that need to be prepared, as if receiving direct assistance from a service officer.



**Figure 7.** Staff assisting residents in using the KNG app

Based on observation results, understanding of the Klampid New Generation (KNG) program is not yet evenly distributed among village officials and the community. Village officials generally have a good understanding of the use and features available in

the KNG app. However, only a few members of the community truly understand the menus and functions within the app. This disparity in understanding is caused by the numerous menus and features in the app that are confusing for some residents, especially those unfamiliar with technology. As a result, the utilization of administrative services through KNG has not been optimal, thereby hindering the program's primary objective of optimizing the provision of fast, accessible, and efficient public services to support improvements in service quality for the community.[16].

## 2. Accuracy of Targeting

A program or activity created by the government must have accurate targets, because the accuracy of program targets is an important element in the success of a program in achieving its objectives. This targeting aims to assess whether Klampid New Generation (KNG) is appropriate or not. A program is considered successful if the government is able to meet and facilitate the needs of citizens. In its implementation, the effectiveness of a program is measured by the alignment between the intended targets and the planned targets. Therefore, the success of a program is greatly influenced by the accuracy of its targets. If the community can meet the established criteria and align with the actual conditions on the ground, the program can be considered on target.

Based on the results of research conducted by researchers, Klampid New Generation (KNG) in terms of target accuracy, measured based on the suitability of the program to community needs, shows that the Klampid New Generation website has successfully met community needs in terms of ease of access, efficiency, and timeliness. However, there are several challenges that need to be addressed, including a lack of understanding among the community regarding the use of the Klampid New Generation website. Additionally, the numerous features available on the website can be confusing for novice users of who are not yet familiar with its operation. To reduce these obstacles and ensure optimal service delivery, the Wonorejo Village Office has implemented a mobile administrative service for population administration. This involves service officers visiting each RW community hall from 4:00 PM to 6:00 PM every Tuesday to assist residents in managing their population administration directly or face-to-face.

Below is an image of staff conducting the mobile administrative services at RW 09 in Wonorejo Village, Rungkut District.



**Figure 2.** Mobile Administrative Services for Population Administration in RW 09, Wonorejo Village

Based on an interview with Mrs. Desi, a resident of RW 09, she stated that.

*"The presence of administrative service officers in Wonorejo Village who come directly to RW 09 makes it easier for residents who are still busy and cannot consult directly at the village office due to work hours."* (Source: interview on February 25, 2025)

Mrs. Desi's statement was reinforced by Mrs. Lim, a resident of RW 09 who was handling population administration services for a household registration transfer.

*"I am greatly assisted by this mobile service. I no longer need to go to the village office; I can simply come to the RW hall. The staff are also friendly and very helpful in explaining the documents required."* (Source: interview on February 25, 2025)

This is one of the steps taken to ensure that the Klampid New Generation (KNG) program runs effectively and efficiently.

### **3. Timeliness**

Timeliness is considered effective if services are completed according to the scheduled timeline. This factor is influenced by human resource capabilities and the availability of facilities and infrastructure. The effectiveness of time in service delivery can be measured by how much the Klampid New Generation (KNG) program can expedite the service process. This program is expected to simplify government service delivery while also making it easier for the public to handle administrative matters.

Before the Surabaya City Government introduced the Klampid New Generation (KNG) innovation, people had to take care of their administrative needs in person at the Population and Civil Registration Office (DISPENDUKCAPIL) or the local village office in their area of residence. This situation resulted in long queues and the accumulation of administrative documents from the public. As a result, the process of handling population administration became slower and less efficient.]

Based on an analysis of the timeliness of document completion, it was found that the estimated time required to complete the administrative process until the documents are considered finalized, according to the Standard Operating Procedures (SOP) of the Surabaya City Population and Civil Registration Office, is a maximum of 7 working days. This timeframe applies under ideal conditions, where all requirements and supporting documents are complete from the initial submission.

A similar situation occurs when processing documents online through the Klampid New Generation platform. Although this system is designed to simplify and expedite population administration services, the process still depends on the completeness of the uploaded documents. If any documents are incomplete or uploaded incorrectly, the application cannot be processed immediately by the village office staff, and the processing time will be delayed until the required documents are completed by the applicant. Therefore, the timeliness of the service is greatly influenced by the readiness and completeness of the documents submitted by the applicant from the outset.

In an interview with Mrs. Roosie Andriani, the Service Supervisor at Wonorejo Village Office, Rungkut Subdistrict, she stated that.

*"KNG is a fast, accurate, and efficient solution for population administration."* (Source: interview on April 14, 2025)

Based on findings from direct field interviews, the researcher assessed that the timeliness of services on the Klampid New Generation (KNG) application is effective, with the acceleration of population administration processes clearly felt by the community since KNG was implemented. It has been proven that processes that previously took up to one month can now be completed in just 3 to 7 working days in accordance with the Standard Operating Procedures (SOP) of the Surabaya City Population and Civil Registration Office. The use of Klampid New Generation (KNG) is considered to enhance efficiency in population administration services, both for government agencies and the public who require quick services. Additionally, the public can access these services via their *mobile phones* or personal devices. Therefore, the researcher fully supports the innovation developed by the Population and Civil Registration Office to improve administrative services for the residents of Surabaya City.

#### **4. Achievement of Objectives**

The achievement of objectives is measured based on the implementation of the program in accordance with the established targets. In developing a program, setting the objectives for its implementation is the first step that must be taken. Similarly, the New Generation Klampid (KNG) innovation is here to make it easier for people to access and manage administrative services related to civil registration in a more practical and efficient way.

In the implementation of the Klampid New Generation (KNG) application innovation in Surabaya City by the Wonorejo Village Office, the analysis of Goal Achievement shows that the Klampid New Generation (KNG) website is effective in facilitating the public to manage their administrative services independently through *mobile phones* or other devices. The presence of KNG has also been observed to reduce the number of residents queuing to handle population administration directly at the Village Office. However, the main challenge is still encountered during the initial stage, namely account creation. Many residents, especially those less familiar with technology, face difficulties and ultimately remain dependent on assistance from village officials. This causes what should be a simple process to be delayed.

Based on interviews with Mrs. Roosie Andriani, a Service Supervisor at Wonorejo Village Office, Rungkut District.

*"The Klampid website can resolve and simplify the processing of administrative documents, but the challenge lies in the initial account creation process, as residents are still unfamiliar with how to do it."* (Source: interview on April 14, 2025)

From the interview results, it can be concluded that the KNG application has become an effective digital solution, but there are still issues with the community's digital literacy. Technical problems such as account creation issues are common initial problems in the field. However, the Klampid New Generation (KNG) application has a chatbot feature called Cak Takon, which guides the community through the process and instructions for administrative procedures related to civil registration. However, in reality, many people still prefer to visit the village office in person to seek assistance with administrative procedures. This indicates that while communication and collaboration

between the village office and RT/RW have been effective, there is still a need for enhanced technical support to help the public better understand and utilize the features available in the Klampid New Generation (KNG) app independently.

## 5. Tangible Changes

Tangible changes reflect the extent to which Klampid New Generation (KNG) is able to bring about direct changes and impacts for village officials and the community of Wonorejo Village as users, in terms of ease of service, time efficiency, and improvement in the excellence of population administration services. The indicators of real change are used to identify differences before and after the use of the Klampid New Generation (KNG) program or innovation, thereby measuring the extent to which the application contributes to and impacts the process of population administration services.

The government has introduced a public service innovation through the implementation of electronic governance known as Klampid New Generation (KNG), with the aim of creating significant changes in the population administration service system. Before this innovation, the public was required to visit the Population and Civil Registration Office (Dispendukcapil) or the village office to process various documents, which often resulted in long queues and the accumulation of documents.

Through Klampid New Generation (KNG), there has been a noticeable change in service delivery methods, shifting from a manual system to a digital system that enables residents to handle administrative tasks independently via an application. The introduction of KNG has made the service process more efficient, faster, and accessible anytime without the need to visit the service office. However, challenges have been identified during implementation. Some members of the public still choose to visit the sub-district or village office directly to seek assistance with administrative procedures. This indicates that the use of the Klampid New Generation (KNG) application, which should already be functioning effectively, is not yet optimal because some members of the public have not yet mastered how to use the application independently.

## CONCLUSION

**Fundamental Finding :** The effectiveness of the Klampid New Generation (KNG) program in Wonorejo Village is still not optimal, as only the timeliness indicator was achieved, while program understanding, target accuracy, goal achievement, and tangible changes remain ineffective. **Implication :** These findings imply that stronger outreach, continuous public guidance, and digital literacy empowerment are essential to enhance independent community use of the KNG application and to ensure the success of digital government services. **Limitation :** This study is limited by its focus on a single village context and the use of qualitative methods, which restrict the generalizability of the results to a wider population. **Future Research :** Further studies should explore comparative analyses across different regions, adopt mixed-method approaches, and examine strategies such as inclusive training, technological improvements, and policy reinforcement to increase adoption and long-term sustainability of the KNG program.

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**Yoga Ardianto Firmansyah**

Muhammadiyah University of Sidoarjo, Indonesia

Email: [yogaardiantofirmansyah30@gmail.com](mailto:yogaardiantofirmansyah30@gmail.com)

**\* Ilmi Usrotin Choiriyah (Corresponding Author)**

Muhammadiyah University of Sidoarjo, Indonesia

Email: [ilmiusrotin@umsida.ac.id](mailto:ilmiusrotin@umsida.ac.id)

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