



## Local Government Innovations In Optimizing The Sinyaman Dinsosku Website Through Digital-Based Services At The Kuningan Social Affairs Office

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### Abstract

**Background.** The “Sinyaman Dinsosku” website was launched by the Kuningan Regency Social Affairs Office to optimize digital-based public services. This innovation has benefited the community, as services that previously took days to complete can now be completed in minutes or hours.

**Aims.** The objective of this study is to identify the barriers and corresponding mitigation strategies, drawing on Everett M. Rogers' (2003) innovation theory in his book \*Diffusion of Innovations\*, which encompasses the following characteristics: Relative Advantage, Compatibility, Complexity, Trialability, and Observability.

**Methods.** The method used in this study is a descriptive qualitative approach implemented through observation, interviews, and documentation with the Head of the Social Empowerment and Poverty Alleviation Division of the Kuningan Regency Social Services Agency, the Social Services Agency Operations Manager, the Village Coordinator, and the residents of Lingamekar Village, Kuningan Regency.

**Conclusion.** Research indicates that the “Sinyaman Dinsosku” website has been effectively implemented, both in terms of time and cost efficiency, and significantly simplifies the public's process of managing administrative applications for social assistance. Although this website has demonstrated adequate accessibility, several challenges hinder the optimization of public services, including vulnerability to hacking, internet connectivity disruptions, uneven distribution of human resources (HR), and miscommunication among the Social Affairs Office, village operators, and the public, which affect the effectiveness of e-government.

**Keywords:** Innovation, Public Services, E-Government, Sinyaman Website, Kuningan Regency Social Affairs Office



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## **BACKGROUND**

Advances in digital technology have had a significant impact on various sectors, including public services, where technology provides a faster, more efficient, and more transparent way to access government services. The role of technology in improving public services offers significant benefits not only to the government but also to the public. (Kuningan Regency Department of Communications and Information Technology, 2024). Technological innovation offers a range of benefits, such as easier access, greater transparency, cost savings, and more inclusive services. When used appropriately, technology can continue to improve the quality of public services, making them more responsive, accessible, and user-friendly. In the 2000s, technological progress reached its peak with rapid development, where information and telecommunications technology became an integral part of everyone's life, utilized continuously. This began with the various activities and conveniences provided, ranging from communication, information, and transactions to education, entertainment, and personal needs that can be fulfilled through technology. (Danuri, 2019). This era is marked by a significant shift from a previously conventional, manual society to one that is now digital. (Khumayah et al., 2020)

Pursuant to Presidential Regulation No. 95 of 2018 on the Electronic-Based Government System (SPBE), which aims to conduct government operations by utilizing information and communication technology to provide services to SPBE users. The SPBE is a concept designed to make public services more efficient and practical by using information technology. This Presidential Regulation aims to implement E-Government in Indonesia, which involves the use of Information and Communication Technology (ICT) to improve the efficiency, transparency, and accountability of the government. (Afiqurrahman. et al., 2022).

Public service innovation refers to breakthroughs in public service delivery, whether in the form of original creative ideas or adaptations and modifications, that provide direct and indirect benefits to the public. In this context, public service innovation is crucial to ensuring that public services remain relevant, responsive, and beneficial to the public in today's technological age. Public services in Indonesia are currently transitioning from conventional methods—characterized by physical or face-to-face interactions and paper-based processes—to digital methods that use information technology. Digital-based public services are developing rapidly, not only at the central government level but also across various regions, where these regions appear to be competing to showcase innovations in public services through digital platforms. (Katharina, 2020)

The social conditions of the majority of the population in Kuningan Regency have yet to be impacted by change, and the region's varied, hilly terrain and long travel distances inevitably require those in need of various services to incur significant transportation costs—a burden that is particularly heavy for those from low-income families. The Kuningan Regency Government, through the Social Affairs Office, has introduced an E-Government-based administrative service innovation known as the “Reliable Service System for the Community from the Kuningan Social Affairs Office (Sinyaman Dinsosku).” This website is an online platform designed to make it easier for residents of Kuningan Regency to access various social services and documents, including Certificates of Poverty, Certificates of DTKS Registration, KIP Applications, and more. This website is one of the steps taken by the Kuningan Regency Government through the Social Affairs Office to facilitate the provision of various services to the community; whereas previously people had to visit the Social Affairs Office in person, these services have now shifted to an online system. The development of the Sinyaman Dinsosku website has significantly impacted the success of current innovations; this success can be measured by public satisfaction with the services provided by the Social Affairs Office. The Sinyaman Dinsosku website was launched in June 2022 with the aim of making Kuningan Regency one step ahead of other regencies. After one year of operation, the Sinyaman Dinsosku website has served over a thousand residents of Kuningan. The success of this application is evident in the increasing number of active users, a more efficient aid verification process, and higher public satisfaction with the Social Affairs Office's services. (Kuningan, D. 2022)

On the other hand, the development and implementation of this website have also faced several obstacles, such as limited internet access in some areas, low digital literacy—particularly among the elderly and vulnerable groups—and technical challenges in maintaining the digital system. Additionally, resistance remains from some members of the public and officials accustomed to traditional public service systems; therefore, outreach and training efforts are needed to ensure the website functions optimally. Currently, the Sinyaman Dinsosku website is in the implementation phase, demonstrating satisfactory quality, with improvements made through effective collaboration with sub-districts and districts, the Kuningan District Health Office, and BPJS Kesehatan. For future development, this website is designed to integrate directly and seamlessly with the Pusdatin server to support the Siks-NG application, thereby enhancing service efficiency and excellence. (Kuningan Regency Department of Communications and Information Technology, 2022)

According to previous research conducted (Khaerunisa et al., 2024) titled “E-Government-Based Public Service Innovation in Improving Social Welfare Services: A Study of the Sinyaman Dinsosku Website” in Kuningan Regency. This study defines e-government according to Indrajit (2002), which comprises three concepts: the Support Element, the Capacity Element, and the Value Element. This study examines how this digital innovation has been optimally implemented at the Social Affairs Office of Kuningan Regency. The results of this study demonstrate that the innovation at the Social Affairs Office of Kuningan Regency has been implemented optimally based on the theory of e-government success elements, although there are several obstacles in its implementation, such as a lack of human resources support, facilities, and infrastructure, as well as inadequate budgetary infrastructure.

Further research was also conducted by (Andriyus et al., 2023) entitled “Implementation of E-Government Through the ‘SITANJAK MAKIN MANTAP’ Application by the Social Affairs Office.” This study employs the Theory of E-Government Success Factors (Indrajit, 2002), which comprises three concepts: Support Element, Capacity Element, and Value Element. This study examines the Sitanjak Makin Mantap application implemented by the Social Affairs Department of Pekanbaru City. The results of this study indicate that the implemented innovation has not been functioning effectively due to several issues, including limited budget, insufficient outreach, and human resource constraints. Therefore, improvements in support, quality, and value are urgently needed.

Based on previous research, the gaps identified and summarized have not yet been fully and optimally addressed. Therefore, this study focuses on the implementation of Digital Service Innovation through the Sinyaman Dinsosku website, which operates under the supervision of the Kuningan Regency Social Affairs Office, while addressing certain theoretical discrepancies and methodological limitations observed in previous research. Thus, the researcher adopts the theory of Everett M. Rogers (2003) to ensure that, when this innovation is implemented, it can operate optimally, while also serving as an update to previous research on Local Government Innovations in Optimizing Digital-Based Services Through the Sinyaman Dinsosku Website.

This study aims to examine the implementation of digital service innovations through the Sinyaman Dinsosku website, which is overseen by the Kuningan Regency Social Affairs Office, with an emphasis on improving digital-based services to enhance the efficiency, transparency, and accountability of the local government. Specifically, this study aims to identify the barriers or challenges faced by the Kuningan Regency Social Affairs Office in

managing the Sinyaman Dinsosku website, along with the steps taken to address these barriers. Therefore, this study employs Everett M. Rogers' (2003) innovation theory, which includes the characteristics of Relative Advantage, Compatibility, Complexity, Trialability, and Observability. With the hope that when implemented, this innovation can be executed to the fullest extent, this study also aims to update previous research by integrating findings on theoretical and practical limitations, thereby contributing to the advancement of local government innovation in optimizing digital-based public services.

Current studies indicate that digital-based public service innovations through e-government systems significantly improve service efficiency, transparency, and accessibility for communities. The transition from conventional manual services to digital platforms has become a central strategy in public administration reform, particularly in the social welfare sector. Previous research has demonstrated that digital service systems reduce administrative processing time and enhance public satisfaction with government services

However, prior studies have primarily focused on general success factors of e-government implementation, such as organizational capacity and institutional support, without comprehensively analyzing innovation characteristics using a structured theoretical framework. In addition, limited research has examined mitigation strategies for operational challenges in the implementation of digital public services at the local government level, particularly in regions with infrastructure and digital literacy constraints.

This study presents a comprehensive evaluation of digital public service innovation using Rogers' (2003) Diffusion of Innovations theory, focusing on five innovation characteristics: relative advantage, compatibility, complexity, trialability, and observability. The research also provides empirical insights into the optimization of web-based social service systems at the local government level, including the identification of operational barriers and the development of structured mitigation strategies to improve the effectiveness of digital public services.

## **LITERATURE REVIEW**

### **Innovation**

According to Huda (2020), Public service innovation is defined as a breakthrough in the type of service provided, which may take the form of an original creative idea or concept, as well as an adaptation or modification that benefits the public, either directly or indirectly. In other words, public service innovation does not necessarily involve new inventions but can

take the form of new, context-specific approaches, in which innovation is not limited to the emergence of new ideas and practices but can also involve the expansion or improvement of existing ones.

In the book (Hutagulung & Hermawan, 2018) In the book titled Building Local Government Innovation, innovation in public institutions is viewed as a process. This process involves active efforts to implement new ideas into daily practice, with an emphasis on long-term impact. Innovation is also defined as any concept, method, or product that is considered new by others within an organization.

According to Rogers (2003) In his book titled \*Diffusion of Innovations\*, he explains that innovation is the adoption and spread of new ideas, products, or practices throughout society. Innovation also encompasses not only the creation of new ideas but also the social change that occurs when new ideas and products are accepted and adopted by society. According to Everett M. Rogers, there are several characteristics, including relative advantage, compatibility, complexity, trialability, and observability.

1. Relative Advantage is an innovation that offers greater benefits compared to existing alternatives. The better the understanding of an innovation's relative advantage, the faster it is adopted.
2. Compatibility: an innovation that maintains a balanced understanding of the values aligned with the innovation it is set to replace. This indicates that the previous innovation will seamlessly integrate into the transition toward the newer innovation.
3. Complexity, indicating how difficult an innovation is considered to be in terms of understanding and implementation. In this case, since the innovation offers a better method, the level of complexity does not pose a significant barrier.
4. Triability, the extent to which an innovation can be tested and accepted once it has been tried and proven to provide superior benefits compared to previous innovations.
5. Observability (Ease of Observation), indicating the extent to which an innovation produces tangible, observable improvements. As a result, the innovation can replace outdated methods and drive innovation.

## Public Service

According to research conducted by Permana & Hardiawan (2019) Public services are efforts by government agencies—at both the local and national levels—to meet the needs of the public. Fundamentally, the government serves as a development agent, fulfilling the public's

fundamental needs. These public services are provided to address the diverse needs of the public across various aspects of life, including health, civil registration, education, and others.

Research on the Quality of Public Services. “Public services are developed based on the premise that it is the citizens who need these services and require assistance from the bureaucracy. Consequently, the services developed are independent and create dependencies among citizens in their affairs. (Heryanto *et al.*, 2023). Thus, public service is an activity carried out by government officials to meet the public's needs and fulfill basic rights. This service is designed with citizens in mind as clients who require bureaucratic assistance; therefore, the government is obligated to provide services that are effective, transparent, and capable of addressing the public's demands. Thus, public service functions not only as an administrative process but also as a means by which the state fulfills its obligation to provide fair and high-quality services to all citizens.

Public services refer to any and all activities carried out by public agencies in an effort to meet the needs of service recipients and to comply with the provisions of any and all applicable laws and regulations. (Hendrayady, 2023). Thus, improving public service quality is achieved by fostering innovative service approaches that inspire, serve as role models, and serve as examples. Furthermore, improving public services aims to build public trust in service delivery, with public feedback used to enhance public welfare.

## **Optimization**

Optimization is the process of identifying the best solution from a range of available alternatives. This process involves maximizing an objective function without exceeding certain limits. Optimizing public services is a critical need for the government and a goal sought by the public. In this context, optimized public service quality will ultimately contribute to the achievement of bureaucratic reform and efficient governance. (Sugiyono, 2019)

Optimization is crucial in various activities, particularly those related to public service. Public service activities are one of the functions and duties of public administration. (Jeni *et al.*, 2025). From the above discussion, it is clear that optimization can only be achieved when implemented effectively and efficiently. In organizational management, the goal is to achieve results effectively and efficiently to achieve optimal outcomes. In this context, optimization means making every effort to achieve results that align with the expectations and objectives established from the outset.

Optimizing services within a government organization—a public service institution that ensures the continuity of state administration—requires developing service policies and managing resources intended for the public's benefit. The success of a government system depends heavily on the role of the people within it, as people are a resource with potential and a source of strength. (Said *et al.*, 2022)

## **E- Government**

According to Indrajit (2007) In his book E-Government in Action, he explains that e-government is an effort in government administration that aligns with the shared goals of all policymakers. Therefore, the vision that is developed must encompass the collective aspirations of stakeholders, such as, for example:

- Improved performance: Optimizing government productivity and operations in delivering services to the public.
- Transparency: Promoting the creation of an honest and open system of government.
- Public welfare: Improving the standard of living for the community through more effective public services.
- Democracy: Ensuring that the government adheres to democratic principles.

E-Government can generally be defined as the use of digital technology to transform government operations, with the aim of improving effectiveness, efficiency, and service delivery. The term e-government refers to the use of information technology by government agencies to improve efficiency and transparency. With e-government, it is hoped that public services will improve, the internal effectiveness of government agencies will increase, and public access to information within the government sector will become easier. (Nugraha, 2018)

## **RESEARCH METHOD**

This study was conducted at the Kuningan Regency Social Affairs Office and in Lingamekar Village, Kuningan Regency, using qualitative methods. Qualitative methods are a research approach aimed at understanding the phenomena experienced by the research subjects; the researcher chose this method to obtain data and results that reflect actual conditions without any data manipulation. (Sugiyono, 2019) The type of research conducted is descriptive research. Data collection techniques are the most crucial stage of the research; therefore, the primary objective of the study is to obtain data. Without a thorough understanding

of data collection techniques, researchers will not be able to obtain data that meets the predetermined criteria.

According to (Sugiyono, 2019) Qualitative research methods are used to study natural settings, where the researcher serves as the key instrument. Data collection is conducted using triangulation (a combination of methods), data analysis is inductive, and the results emphasize meaning over generalization. The three data collection techniques used are: observation, interviews, and documentation.

The data collection methods used by the researcher involved observation, interviews, and documentation, based on the theory proposed by Everett M. Rogers (2003) in his book *\*Diffusion of Innovations\**, which includes the following characteristics: Relative Advantage, Compatibility, Complexity, Trialability, and Observability.

The key informant in this study was the Head of the Social Empowerment and Poverty Alleviation Division at the Kuningan Social Affairs Office, while the supporting informants were the Sinyaman Dinsosku Website Coordinator at the Social Affairs Office, the Linggamekar Village Administrator, and members of the Linggamekar community. Data analysis in this qualitative study was conducted during data collection and after the specified timeframe was completed. The data analysis method in this study involved summarizing data collected from informants, synthesizing the data to establish the research focus, presenting the data in narrative form, and then drawing conclusions from the findings or formulating a conclusion. Furthermore, the analysis focused on individuals interacting with the Sinyaman Dinsosku website, such as community members accessing online services to address these issues.

## **RESULTS AND DISCUSSION**

The results of the study indicate that the Kuningan Regency Social Affairs Office has successfully implemented a digital innovation, the Sinyaman Dinsosku website. This website is an effort to improve the quality of public services provided by the Social Affairs Office to the people of Kuningan. This study is based on an interview with Mr. Ence Hadiat Rohanda, A.K.s., M.Si, Head of the Social Empowerment and Poverty Alleviation Division at the Kuningan Regency Social Affairs Office. It all began when the Social Affairs Office became concerned about the community members who came to the office daily, weekly, or even monthly to handle social assistance administrative matters, such as obtaining Jamkesda recommendation letters, replacing lost KKS cards, SKTMs, and other related matters. All these

service application processes were conducted manually, forcing the community to wait in long lines and incurring significant time and financial costs. This situation made the Social Affairs Office's service environment inefficient, resulting in suboptimal service delivery to the public. Ultimately, the Social Affairs Office developed a new innovation: the website "Reliable Service System for the Community from the Kuningan Social Affairs Office (Sinyaman Dinsosku)," which initially provided only social assistance administrative services accessible through village operator accounts.



Source: Kuningan Regency Social Services Agency, 2025  
Figure 1. Sinyaman Dinsosku Website Dashboard

Over time, this website has continued to evolve, not only addressing social assistance needs but also verifying, validating, and nominating residents of Kuningan Regency who fall into the poverty category. The Sinyaman Dinsosku website is integrated with BPJS and Jamkesda, enabling the Social Services Department to collaborate with the Health Department.

This study focuses on the development of services related to the latest innovation from the Kuningan Regency Social Affairs Office, namely Sinyaman Dinsosku, which was launched to improve the effectiveness of services provided to the people of Kuningan Regency. This study is grounded in public service innovation, drawing on Everett M. Rogers' (2003) theory outlined in his book *Diffusion of Innovations*, which identifies five key characteristics: Relative Advantage, Compatibility, Complexity, Trialability, and Observability. The researcher used these five characteristics as a starting point to analyze the "Sinyaman Dinsosku" innovation from the Kuningan Regency Social Affairs Office.

## 1. Relative Advantage

Based on an interview with Mr. Ence Hadiat Rohanda, A.Ks., M.Si., Head of the Social Empowerment and Poverty Alleviation Division at the Kuningan Regency Social Affairs

Office, the Kuningan Social Affairs Office launched an innovative website in 2022 known as Sinyaman Dinsosku. This innovation has benefited the people of Kuningan Regency, as services that previously took days can now be completed in a matter of minutes or even hours. The website can be accessed by the respective village coordinators; residents simply need to visit the village hall and bring the required documents or meet the necessary criteria based on their specific request, thereby minimizing time and costs. All requests accessible on the Sinyaman Dinsosku website can be handled directly by the village coordinator. After uploading the requirements, a notification is sent to the Social Affairs Office. The Social Affairs Office then reviews the submitted documents to verify their compliance. If compliant, they immediately approve the application and issue the required recommendation letter. This letter can be printed directly in the village without delay; the digital signature on the recommendation letter is linked to the digital certification system, meaning it holds legal validity and is officially recognized.

Before this website was launched, the process took considerable time and involved significant transportation costs and document preparation expenses. Most people seeking services from the Social Services Department could not afford the substantial costs involved. Therefore, the Kuningan Regency Social Services Department has sought to streamline public spending and ensure that those in need of services are not burdened, particularly the less fortunate. It is clear that, in terms of time and cost efficiency, the situation is far superior since the launch of the Sinyaman Dinsosku website, as the documents requested by the public from the Social Services Department can now be printed directly in their respective villages, which certainly does not incur high costs.

This study is based on an interview with Mr. Adhi Nurhadi, the Operations Manager of the Social Services Department. Before the launch of the “Sinyaman Dinsosku” website, members of the public who wished to submit various application forms had to visit the Social Services Department in person. As a result, those in need of services from the Social Services Department had to wait in line and spend considerable time submitting their requests. With this website, the public no longer needs to visit the Social Services Office in person; it is clear that the website aims to make things easier for the public by being more efficient, practical, and cost-effective. Those wishing to submit various applications can simply go to their respective villages—that is the benefit the public has experienced since the launch of the “Sinyaman Dinsosku” website.

Based on the interview the researcher conducted with Mr. Udi Suhendi, the coordinator of the Sinyaman Dinsosku website for Linggamekar Village, the difference is clearly evident compared to the previous service system, which was entirely manual and required residents to visit the Social Services Office in person. Services through the Sinyaman Dinsosku website are far more effective, as everything has become easier, the process is faster, it doesn't take hours or even days, and of course, it doesn't incur high costs. One of the key advantages of this website is that all types of services can currently be effectively monitored. For instance, when applying for a Certificate of Indigence (SKTM), the system can immediately verify whether the applicant meets the eligibility criteria, thereby preventing errors and misuse. In Linggamekar Village itself, many residents have already experienced the benefits of this website, as it has made it much easier to handle their needs—from processing documents to accessing other forms of social assistance. Before this website existed, people had to make repeated trips to government offices, wasting both time and money; now, they simply need to visit their respective village halls, and everything is completed in minutes or hours. This website is truly very helpful, especially for those with limited means, as there are no longer any transaction fees to burden them.

This research is based on a direct interview with Mr. Suwara, a resident of Linggamekar Village. Before the launch of the Sinyaman Dinsosku website, residents faced difficulties when applying for social assistance and other services. They had to wait in line, spend an entire day, and incur significant costs traveling back and forth to the agency—and that doesn't even include photocopying fees or meal expenses, especially for those living far from the agency's main office. Now, with the "Sinyaman Dinsosku" website, everything has become much easier—residents simply need to visit the village office, where the village coordinator assists them directly, from preparing the necessary documents to having the application letter printed right there in the village.

## **2. Compatibility**

Based on an interview with Mr. Ence Hadiat Rohanda, A.Ks., M.Si., Head of the Social Empowerment and Poverty Alleviation Division at the Kuningan Regency Social Affairs Office, updates to the services provided on the "sinyaman dinsosku" website now include several features that simplify access to social assistance processing, such as KIP recommendations, Jamkesda, Jampersal, SKTM, and recommendations for reduced divorce fees to the Religious Court. With this website, managing these community needs has become

easier, faster, and cheaper, as people who need these services no longer have to visit the Social Affairs Office directly; they simply go to their village office and print the required documents.

From the perspective of service standards or bureaucratic reform, public services demand speed, accuracy, and reliability. With this website, the process is now much clearer than before, and its accuracy has certainly improved because it is double-verified by the village authorities and the Social Services Department. Thus, regarding the various bureaucratic stages implemented by the Social Services Department in public service delivery, the indicators have met applicable public service standards, thereby accelerating service delivery, bringing services closer to the community, and simplifying access. This website aligns with the values, experiences, and needs of the community, including integration with the existing E-Government system prior to the launch of the “Sinyaman Dinsosku” website.

Based on the researcher's interviews, it can be concluded that the services on the Sinyaman Dinsosku website are now better than before, as it now includes several services the public needs. This website provides a variety of important services that are truly essential for the public in their daily lives

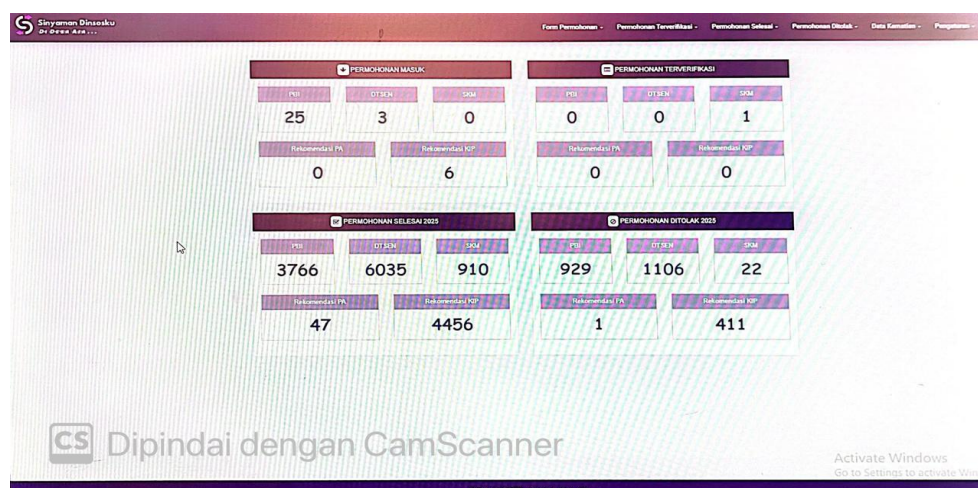
Based on an interview with Mr. Adhi Nurhadi, Operations Manager at the Social Services Department. This website is already in compliance with the standard procedures of the Kuningan Social Services Department; no further adjustments are needed because the website's design has been developed in accordance with applicable guidelines, including data security, accessibility, and integration with local social service systems. Should any changes arise in the future, a re-evaluation will be conducted to ensure the website remains compliant.

### 3. Complexity

Based on an interview with Mr. Ence Hadiat Rohanda, A.Ks., M.Si., Head of the Social Empowerment and Poverty Alleviation Division at the Kuningan Regency Social Affairs Office, the challenges faced by the Social Affairs Office in implementing public services via the website—from its initial launch to the present—include the following: **First**, equipment and infrastructure; for example, in recent months, village operators and Social Affairs Office staff have frequently encountered difficulties logging into the website, though the Social Affairs Office has already communicated with the developers and the Ministry of Communication and Information regarding this issue. **Second**, vulnerability to hackers; for instance, this website is susceptible to attacks because it has a small user base of only 100–200 people, making it an easy target for spam promotions. **Third**, with the addition of features

such as complaint handling and public relations, the Social Affairs Department needs to hire additional staff, as currently the staff managing the website are solely focused on responding to requests for KIP recommendations, then approving and issuing letters. Thus, their focus is divided, especially since they must also handle public complaints. Therefore, the Social Services Department needs to assign two additional staff members: one for the complaints unit who understands social assistance regulations, and another for the publications unit who possesses skills such as conducting interviews. **Fourth**, ensuring or aligning a shared understanding among the Social Services Department, village operators, and the community.

Based on an interview with Mr. Adhi Nurhadi, the Operations Manager at the Social Services Department, there have been no significant difficulties accessing or using the Sinyaman Dinsosku website since it was first launched. From the menu layout to the data entry process, everything has been organized in a structured manner, making it easy for me as an operator. Additionally, this website has no complex or confusing features, as every button, menu option, and available form is accompanied by clear explanations. In terms of ease of use, all features are straightforward for both operators at the Social Services Department and village-level operators involved in data entry and service management. Steps such as the login process, proposal submission, verification, and monitoring application status can be carried out in a sequential workflow and do not require in-depth technical skills. Thus, the Sinyaman Dinsosku website is very helpful in expediting services because the system is user-friendly and supports operators' work needs in the field.



Source: Kuningan Regency Social Services Agency, 2025  
 Figure 2. Kuningan Regency Social Services Agency, 2025

Based on the results of an interview the researcher conducted with Mr. Udi Suhendi, the coordinator of the Sinyaman Dinsosku website for Linggamekar Village. When the Sinyaman Dinsosku website was first launched, there were naturally some difficulties accessing it initially, as the village operators were not yet accustomed to the service, which had previously been manual and had now transitioned to a digital system. However, the Social Affairs operators frequently provided updates regarding issues or difficulties encountered while using the website, so over time, the village operators became more proficient and accustomed to it. Although the website often experienced outages, the operators had to devise ways to prevent server downtime. For instance, operators chose to upload data at night because the website frequently encountered errors during regular working hours.

This study was based on a direct interview with Mr. Suwara, a resident of Linggamekar Village. He reported no difficulties with the administrative process because the village staff assisted with everything. From submitting the required documents to having the application approved, residents no longer need to travel long distances to the Social Services Office. Therefore, the existence of this website greatly simplifies residents' access to social services without requiring them to visit the office again.

Based on the interview findings, the researchers concluded that although this innovation is more complex, it will not cause serious problems because it offers a better solution. Although this innovation initially posed challenges during the adaptation process, training support and user experience have helped overcome these challenges. As a result, this innovation has proven to be significantly more effective in improving the quality of public services.

#### **4. Triability**

This study is based on an interview with Mr. Ence Hadiat Rohanda, A.Ks., M.Si., Head of the Social Empowerment and Poverty Alleviation Division at the Kuningan Regency Social Affairs Office. Although no formal, structured pilot testing has yet been conducted, the Social Affairs Office has submitted the “Sinyaman Dinsosku” website for accreditation to the National Cybersecurity and Cryptography Agency to ensure it can be implemented immediately following a thorough review of cybersecurity and data protection aspects. This step was taken to ensure that this digital platform meets national security standards before its widespread launch. Prior to the website’s launch, the Social Affairs Office had provided regular technical guidance to sub-district heads and village operators across Kuningan

Regency. Over time, the website has not encountered any serious issues that have disrupted operations. It has now been confirmed that 376 villages in the Kuningan region can access and use the website to meet public service needs. The account and password system is managed independently by each village, making implementation more flexible. If an issue arises in a village, the village operator immediately reports it through a dedicated WhatsApp group managed by the Social Affairs Office, which is then promptly addressed and resolved by the office's technical team. During the launch, comprehensive tutorials were distributed to all village operators, accompanied by direct instructions from the development team, who were present to provide practical guidance. With this approach, the Sinyaman Dinsosku website actually simplifies the work of village operators rather than adding to their workload, thanks to its intuitive design and responsive support.

This study is based on an interview with Mr. Adhi Nurhadi, the Operations Manager of the Social Services Department. To introduce the "Sinyaman Dinsosku" website, the Social Services Department conducted a special technical training session at an easily accessible location in Kuningan Regency. This session was designed to bring together all sub-district representatives and village operators in Kuningan Regency. The session also involved the development team to answer questions and provide troubleshooting tips, ensuring that village operators left with high confidence in operating the platform. This mass outreach approach effectively accelerated the adoption of the website at the village level while minimizing knowledge gaps across regions.

## **5. Observability**

This study is based on an interview with Mr. Ence Hadiat Rohanda, A.Ks., M.Si., Head of the Social Empowerment and Poverty Alleviation Division at the Kuningan Regency Social Affairs Office. The existence of the "Sinyaman Dinsosku" website has had a significant positive impact, one of which is motivating several other regions around Kuningan Regency to develop similar platforms to enhance digital social services, such as the "Sinyaman Dinsosku" website. Currently, the impact of this new innovation introduced by the Social Affairs Office serves primarily as a reference, a learning hub, and a benchmark for other local governments seeking to understand how the "sinyaman dinsosku" website accelerates processes and enhances the efficiency of public services for the community, particularly in the application for social assistance. Since its initial launch, the "Sinyaman Dinsosku" website has continued to evolve annually through feature updates and system optimization, making it

one of the primary evaluation indicators for Kuningan Regency's smart city and smart society initiatives. The Social Affairs Office emphasizes that this website is already operating optimally across all villages in Kuningan Regency; therefore, website maintenance must be conducted regularly through routine updates, enhanced security measures, and outreach efforts to ensure it is frequently accessed and utilized by operators. This not only maintains system performance but also strengthens Kuningan Regency's position as a pioneer in e-government at the regency level, which ultimately supports the achievement of sustainable development targets in the public sector.

The "sinyaman dingsosku" website is promoted through various official communication channels of the Social Affairs Office, including WhatsApp (via the number 08572247738) and the Instagram account @dingsos\_kng, and is also displayed in the service section at the Social Affairs Office as a direct communication channel for the public. The dissemination network for "sinyaman dingsosku" is further strengthened by the roles of social workers (TKSK and PKH) and sub-district officials, who serve as intermediaries for information across all villages in Kuningan Regency. Information dissemination and communication with village operators are conducted through dedicated operator consultation services, the use of WhatsApp groups for operators, and the organization of technical guidance sessions (bimtek) for village operators at least twice a year. Additionally, the Social Affairs Department strives to ensure that each of these communication channels is used optimally so that information on the features, usage procedures, and benefits of the "Sinyaman Dingsosku" website is conveyed evenly. Through this strategy, it is hoped that the level of understanding and capacity of village-level operators will increase, thereby enabling the implementation of website-based services to run more effectively and responsively, and accelerating the delivery of social welfare services to the community.

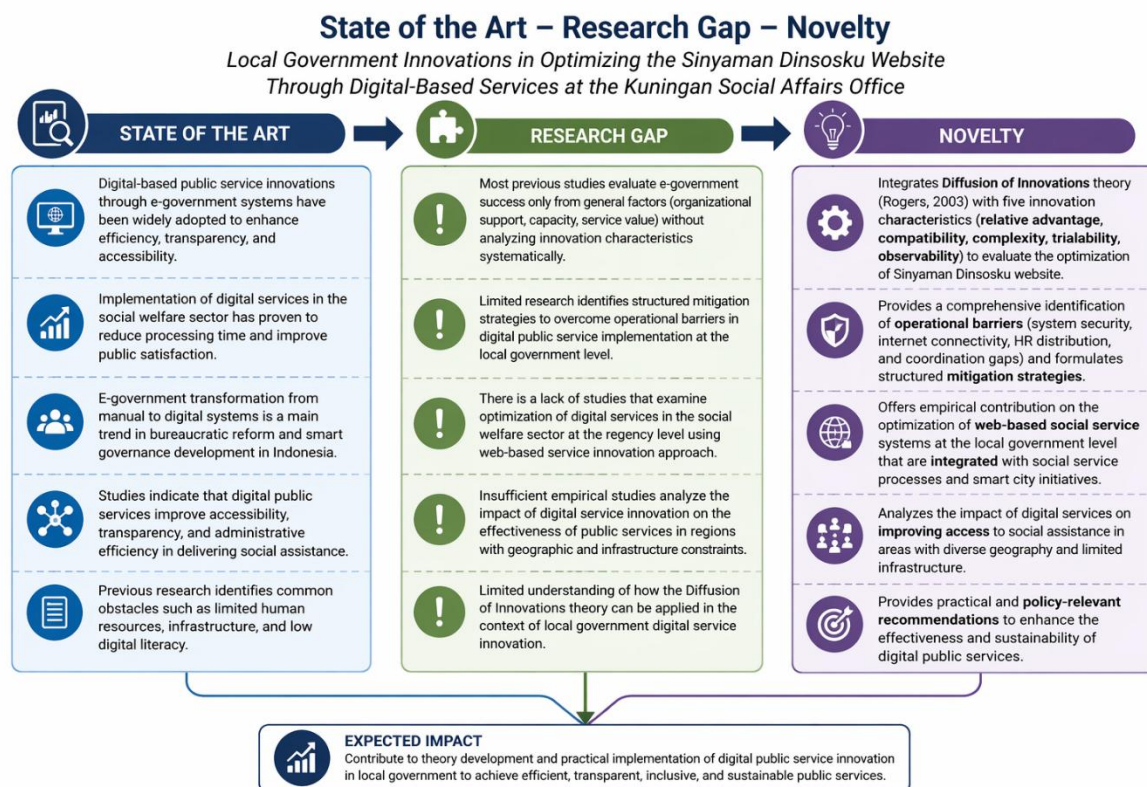
### **Barriers to the Implementation of the Sinyaman Dingsosku Website**

During the implementation of the Dingsosku system, certain obstacles have been encountered. Although the website has demonstrated adequate accessibility, several operational challenges hinder the optimization of public services. Among these are the vulnerability to hacking, which remains a major issue—the system is susceptible to cyberattacks that could compromise sensitive data— Internet connectivity frequently experiences disruptions or maintenance, particularly in rural areas with weak connectivity, leading to downtime; the preparation of human resources (HR) remains uneven, as the Social

Affairs Department requires two staff members to focus on handling complaints and publicizing social programs; additionally, there is an inability to align perceptions among the Social Affairs Department as the administrator, village operators as field intermediaries, and the community. This often leads to miscommunication during data verification, which ultimately reduces the overall effectiveness of e-government implementation.

### **Measures Taken to Overcome Obstacles**

To address the various obstacles faced by the Kuningan Social Services Agency, the first step is to strengthen cybersecurity through collaboration with the Communications and Information Agency to install firewalls and implement end-to-end data encryption for systems that manage network data in accordance with established regulations, as well as conduct regular training programs designed to equip website operators with the knowledge and skills to identify, prevent, and report cyberattacks. Second, optimize network infrastructure by collaborating with local providers on backup routes and maintenance schedules, thereby minimizing downtime in specific areas, including rural regions. Third, the Social Affairs Department must recruit additional staff and conduct joint training with village operators, with one staff member focusing on handling complaints and trained to use real-time tracking tools (software and hardware systems that monitor the movement or status of objects), while another staff member focuses on content creation for social media to ensure all information regarding this website is accessible to the public. Fourth, to ensure alignment of perspectives among all parties, a coordination forum must be maintained involving the Social Affairs Department, Social Affairs Department operators, village operators, and community representatives. This forum should openly discuss data verification procedures to eliminate misunderstandings and conduct regular outreach, both in person and online.



## CONCLUSION

The “Sinyaman Dinsosku” website innovation launched by the Kuningan Regency Social Affairs Office has successfully improved digital public services, aligning with Everett M. Rogers’ theory of diffusion, which includes relative advantage, compatibility, complexity, trialability, and observability. The goal of this innovation is to streamline administrative processes for individuals in need of social services; procedures that were previously handled manually have now shifted to an online platform. This transition from a manual to a digital system has proven to reduce the time required to process social assistance paperwork from days to just minutes or hours, while significantly improving service accessibility across the 376 villages in Kuningan Regency. Thus, the launch of the “Sinyaman Dinsosku” website innovation not only accelerates the process but also enhances public service accessibility for the community. During this process, several significant challenges arose, including the system’s vulnerability to hacker attacks that could compromise data integrity and website security, infrastructure limitations stemming from internet connectivity issues in remote areas, and a shortage of human resources (HR) among administrators, leading to an imbalance in workloads. Additionally, challenges arise from differing perceptions and low levels of digital

literacy among the public and certain operators, leading to miscommunication during the verification and validation of poverty data.

To address these issues, the Social Services Agency has enhanced cybersecurity by collaborating with the Communication and Information Agency to install firewalls and implement data encryption, and by regularly conducting technical training sessions for village operators at least twice a year to minimize technical challenges. Additionally, the agency has added staff dedicated to handling complaints and optimized its social media outreach to ensure a shared understanding among all parties. The results of these various measures show that services are now operating more effectively and responsively, with stronger integration with other e-government systems and increased public satisfaction due to the ease of managing social service administration simply by visiting their respective village offices.

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