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Characteristics of Public Service Innovation in the SAYANG GADIS Program at the Department of Population and Civil Registration of Kediri Regency

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Abstract

Population administration services are essential to citizens' access to legal identity, yet requirements to visit service points can exclude people with limited mobility. The Population and Civil Registration Office of Kediri Regency introduced SAYANG GADIS (*Sahaja Datang Bahagia Disabilitas*) to provide home visits and door-to-door services. This study examines the program through Rogers' five innovation attributes: relative advantage, compatibility, complexity, trialability, and observability. Using a descriptive qualitative approach, data were collected through interviews, observation, and documentation involving the Head of Population Registration Services, program staff, and service recipients or their families. Analysis followed Miles, Huberman, and Saldaña's stages of data condensation, data display, and conclusion drawing and verification. The findings indicate that the program improves access for residents unable to visit service points and has adapted its target groups to needs identified during implementation. Challenges include recipients' conditions, internet connectivity, access to locations, and hospital procedures. Practice-based adjustments indicate some trialability, although no formal training or documented trial process was identified. Improved access to electronic identity card recording and issuance, together with positive recipient responses, makes the program's benefits observable. The study highlights the value of accessible service delivery while identifying operational barriers that require attention.

Keywords: Public Service Innovation; Population Administration; SAYANG GADIS Program; Door-to-Door Services; Rogers' Innovation Attributes

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INTRODUCTION

Public services are a fundamental responsibility of government in fulfilling citizens' rights and needs. In the field of population administration, access to administrative documents is particularly important because documents such as the Electronic Identity Card (KTP-el) support citizens' access to healthcare, social assistance, education, and other public services. Law Number 25 of 2009 concerning Public Services emphasizes that public services should be accessible and responsive to community needs. The quality of public services is also closely related to the ability of service providers to fulfill community needs through clear standards, accessibility, responsiveness, and appropriate service mechanisms (Hardiyansyah, 2018; Sinambela, 2019). However, conventional service mechanisms that require citizens to visit government offices may create barriers for people with limited mobility, including persons with disabilities, older adults, people who are ill, and hospital patients. This condition indicates that the availability of services at government offices does not necessarily guarantee equal access for all citizens.

From the researchers' perspective, this condition demonstrates the need for public service innovation that does not merely improve administrative procedures but also adapts the delivery mechanism to the characteristics and needs of service recipients. Public service innovation can be understood as an effort to develop or modify service mechanisms so that public organizations can provide more responsive and accessible services (Prabowo et al., 2022). In the context of population administration, innovation is also directed toward simplifying access and bringing services closer to the community. Research by Arma et al. (2020), for example, demonstrated that the "jemput bola" innovation could improve KTP-el services by allowing population administration officers to reach citizens directly. Similarly, (Romadhoni & Rozi, 2025) showed that innovation in population administration services can be developed through service programs that are oriented toward the needs and accessibility of the community. One form of innovation is the door-to-door or mobile service mechanism, in which government officers directly visit citizens who experience difficulties accessing conventional service points.

Several previous studies have examined similar innovations. Ivana and Meirinawati (2023) found that the BESUTAN program facilitated access to population administration services for vulnerable groups. Sari & Meirinawati (2022) also demonstrated that the SI JARAN IJO innovation brought population administration services closer to vulnerable

communities. Similarly, Nurafifah and Ilosa (2024) reported that door-to-door services could optimize population administration services by bringing services directly to the community, although implementation remained affected by recipient conditions and limitations in facilities and infrastructure. These findings are consistent with Arma et al. (2020), who identified the direct service approach as an innovation for improving access to KTP-el services among communities facing difficulties in accessing conventional service points. In addition, (Anesta & Prastyawan, 2024) examined SAHAJA Online (Satu Hari Jadi) at the Department of Population and Civil Registration of Kediri Regency and highlighted the importance of service standards in supporting the quality of population administration services. These studies indicate that door-to-door innovation can strengthen service accessibility; however, previous research has generally focused on implementation, accessibility, service quality, or service optimization rather than examining the innovation characteristics of a specific program using a comprehensive theoretical framework.

This gap is relevant to the SAYANG GADIS (Sahaja Datang Bahagia Disabilitas) Program implemented by the Department of Population and Civil Registration of Kediri Regency. The program changes the conventional service mechanism from citizens visiting service points to officers visiting beneficiaries directly. Initially intended for persons with disabilities, the program has expanded to include individuals with mental disorders (ODGJ), older adults, people who are ill at home, and hospital patients. The program therefore provides an important context for examining how public service innovation responds to diverse forms of access limitations. The existence and development of the program can also be observed through the number of service recipients recorded by the Department of Population and Civil Registration of Kediri Regency for the 2022–2026 period (Dinas Kependudukan dan Pencatatan Sipil Kabupaten Kediri, 2026). This context strengthens the relevance of examining the program not only from the perspective of service implementation but also from the perspective of the characteristics of innovation adopted in its delivery mechanism.

The novelty of this study lies in analyzing the SAYANG GADIS Program through the five characteristics of innovation proposed by Overbye-Thompson and Hamilton (2025) and Magsamen-Conrad and Dillon (2020), namely relative advantage, compatibility, complexity, trialability, and observability. This theoretical perspective provides a systematic basis for examining not only the benefits of the innovation but also its compatibility with community needs, implementation difficulties, opportunities for experimentation, and

observable outcomes. The application of these five characteristics to the SAYANG GADIS Program is expected to provide a more comprehensive understanding of how inclusive population administration innovation is implemented for groups with limited access to conventional services. In this regard, the study complements previous research on population administration service quality and innovation in Kediri Regency (Anesta & Prastyawan, 2024) as well as research on direct-service innovations in other regions (Arma et al., 2020; Romadhoni & Rozi, 2025).

Accordingly, this study focuses on analyzing the characteristics of public service innovation in the SAYANG GADIS Program at the Department of Population and Civil Registration of Kediri Regency based on Rogers' theory of innovation characteristics. Specifically, the study examines the relative advantage, compatibility, complexity, trialability, and observability of the program. The study is expected to contribute empirically to the literature on public service innovation and provide a basis for improving inclusive population administration services for vulnerable groups.

METHODS

This study employs a qualitative approach with a descriptive research design (Creswell & Creswell, 2018; Sugiyono, 2022). This approach was selected to obtain an in-depth understanding of the implementation of the SAYANG GADIS Program based on empirical conditions in the field. The research focuses on the five innovation characteristics proposed by (Overbye-Thompson & Hamilton, 2025; Magsamen-Conrad & Dillon, 2020), namely relative advantage, compatibility, complexity, trialability, and observability. The study was conducted at the Department of Population and Civil Registration of Kediri Regency. The data sources consisted of primary and secondary data. Primary data were obtained through interviews and observations involving parties engaged in the program, while secondary data were collected from institutional documents, standard operating procedures (SOPs), program reports, activity documentation, regulations, journals, and relevant literature.

Research informants were selected using purposive sampling and consisted of the head of the division responsible for population administration services, staff implementing the SAYANG GADIS Program, and service recipients or their family members. Data collection techniques included interviews, observations, and documentation. Interviews were

conducted with the division head, implementation staff, and the families of service recipients. Observations focused on the implementation of services in the field. One service observation was conducted on August 31, 2026, in Mlancu, Kandangan, involving the SAYANG GADIS Program team. Documentation was used as supporting data, including information on the number of service recipients and activity documentation. Data analysis employed the model developed by (Abdussamad, 2021, Emzir, 2018), which consists of data condensation, data display, and conclusion drawing and verification.

RESULTS

The SAYANG GADIS Program as a Public Service Innovation

The SAYANG GADIS Program is a population administration service innovation developed to reach communities experiencing limitations in accessing service points. Based on an interview with the Head of the Division, the program was established in response to the needs of community members who were unable to visit service locations to undergo electronic identity card (KTP-el) biometric recording. This condition subsequently encouraged the Department of Population and Civil Registration of Kediri Regency to implement home visits or door-to-door services. The program was not developed from SAHAJA Online. The two programs have different target groups. SAHAJA Online is intended for community members who can access applications online, whereas SAYANG GADIS is intended for individuals who experience limitations in visiting service points. The Head of the Division emphasized that SAYANG GADIS is a new innovation with target beneficiaries different from those of previous services. The service mechanism involves submissions from village governments or families. After a proposal is received, the Department of Population and Civil Registration schedules the service and prepares officers to visit the residence or location of the service recipient. Other parties, such as subdistrict governments, villages/urban villages, the Social Affairs Office, and TKSK (District Social Welfare Workers), are also involved in identifying and proposing potential service recipients.

Characteristics of Public Service Innovation in the SAYANG GADIS Program Based on Everett M. Rogers' Theory

The SAYANG GADIS Program is a population administration service innovation developed by the Department of Population and Civil Registration of Kediri Regency to

address problems related to limited community access to regular services. This innovation introduces a change in the service mechanism, from the conventional model in which community members visit service offices to a proactive outreach service through direct visits by officers to individuals in need. From the perspective of Everett M. Rogers 2003, an innovation can be analyzed through five main characteristics: relative advantage, compatibility, complexity, trialability, and observability. These five characteristics are used to examine the extent to which an innovation provides benefits, is accepted and implemented, and produces observable outcomes for service recipients.

1. Relative Advantage

Rogers 2003 defines relative advantage as the extent to which an innovation is perceived as better or more beneficial than an existing practice. In the SAYANG GADIS Program, relative advantage is primarily reflected in changes in service accessibility. The Head of the Division explained that, before the program was introduced, village authorities or TKSK personnel had to bring individuals with limitations to service points. After the program was implemented, officers instead visited the community directly. According to the Head of the Division, home visit services are "more effective" and provide greater comfort for people with particular conditions.

These findings are supported by the implementing staff. Before the SAYANG GADIS Program existed, residents who were unable to visit service points could not always be accommodated or had to be transported using vehicles and accompanied by family members. After the program was implemented, officers visited recipients' homes and were even able to provide services to recipients who were unable to sit upright. The experiences of service recipients' families further reinforce these findings. The family of a recipient with a physical disability stated that they learned about the program through the village head and were pleased to receive services at home. The family explained that the recipient could not be taken to the subdistrict office because of physical limitations.

Therefore, the relative advantage of the SAYANG GADIS Program does not lie in a different administrative product, since the documents issued remain the same, but rather in the way the government provides access to those documents. The implementing staff explicitly stated that the documents issued are identical, but the program provides access for community members who experience difficulties visiting service points. This finding

supports the research of Ivana and Meirinawati 2023, which found that door-to-door service mechanisms can facilitate access for vulnerable groups.

2. Compatibility

Compatibility refers to the extent to which an innovation is consistent with the needs and conditions of its recipients. The SAYANG GADIS Program demonstrates compatibility because its target beneficiaries have evolved in response to community needs. The Head of the Division explained that the program initially targeted persons with disabilities but subsequently expanded to include individuals with mental disorders (ODGJ), older adults, people who are ill, and patients receiving treatment in hospitals. This expansion demonstrates that the program does not remain limited to its initial target definition but adapts to various forms of access limitations.

The program's compatibility is also evident in its submission mechanism. Staff explained that services are initiated based on reports from villages, residents, or other parties concerning individuals who require assistance. During the initial stage, the Department of Population and Civil Registration also coordinated with subdistrict and village governments to identify people experiencing physical or mental limitations. Compatibility is further demonstrated through the administrative benefits generated by the program. Staff explained that individuals who had previously not been registered could obtain a Population Identification Number (NIK) and an Electronic Identity Card (KTP-el), thereby gaining easier access to BPJS, KIS, healthcare facilities, and social assistance. Thus, the SAYANG GADIS Program is not only compatible with administrative needs but is also connected to the community's need to access other public services.

3. Complexity

According to Rogers 2003, complexity refers to the degree to which an innovation is perceived as difficult to understand and use. In the SAYANG GADIS Program, complexity is primarily evident in the conditions of service recipients and the technical circumstances encountered by officers. The Head of the Division explained that the conditions of service recipients are not always easy to manage. For recipients with autism, for example, officers may experience difficulties when individuals are unwilling to undergo retinal and fingerprint recording. In cases involving individuals with mental disorders (ODGJ), there may also be safety risks for officers if recipients display aggressive behavior.

Complexity is also encountered when services are provided in hospitals. Patients in intensive care units (ICUs) cannot be served immediately because officers must comply with hospital protocols. In addition, areas with limited internet connectivity can slow down the data transmission process, while road access to certain locations may present challenges because of difficult road conditions. Implementing staff added that biometric recording cannot always be performed through standard procedures. For certain persons with disabilities, fingerprints or iris patterns may not be recordable, requiring exceptions and a data-merging process in accordance with the recipient's condition. In some cases, a medical certificate from a community health center (puskesmas) is required as evidence of the recipient's condition.

These findings indicate that an innovation that appears simple from the perspective of service recipients may not necessarily be simple at the implementation level. Instead, the SAYANG GADIS Program requires officers to demonstrate flexibility when dealing with varying circumstances. This finding is consistent with Nurafifah and Ilosa 2024, who found that door-to-door innovations also encounter challenges involving recipients who are not always cooperative, as well as limitations in facilities and infrastructure.

4. Trialability (Possibility of Trial Implementation)

Trialability refers to the extent to which an innovation can be tested before being implemented more broadly. Based on the interview findings, this aspect of the SAYANG GADIS Program is more evident through learning and refinement based on experience rather than through formally documented trials. The Head of the Division explained that implementation experience enabled officers to recognize the importance of coordination with families, particularly when serving individuals with mental disorders (ODGJ). At the beginning of the program, the need for an accompanying person was not yet fully understood. However, through experience, it was subsequently recognized that certain recipients required the assistance of a trusted or respected companion to encourage greater cooperation.

However, implementing staff stated that no specific training had been provided to officers before the program was implemented. Officers primarily relied on experience and direct adjustments at service locations. Evaluations were also conducted, but they largely took the form of outreach and data collection concerning community members who had not yet benefited from the service. These findings indicate that the trialability of the SAYANG

GADIS Program has not yet been fully demonstrated through formal trials or specialized training. Nevertheless, organizational learning has occurred through field experience, resulting in improvements to the service mechanism. This is an important finding because it demonstrates that an innovation can develop empirically even without being supported by a formal trial mechanism.

5. Observability (Ease of Observation)

Observability refers to the extent to which the results of an innovation can be observed and experienced by other parties. In the SAYANG GADIS Program, the benefits of the innovation can be seen through changes in service accessibility and the subsequent benefits received by service recipients. The Head of the Division stated that the community's response to the program was highly positive because individuals who had previously been unable to visit service points could finally undergo biometric recording and obtain an Electronic Identity Card (KTP-el). The KTP-el also provides further benefits because it can help individuals become registered in databases used to access social assistance and other healthcare services. Implementing staff also stated that the response from the community after receiving services was generally positive. Possession of an NIK and KTP facilitates access to medical treatment and healthcare services, including BPJS and KIS, for recipients' families.

Data on the number of service recipients also demonstrate the utilization of the program.

Table 1. Number of SAYANG GADIS Program Service Recipients

Year	Number of Service Recipients
2022	388
2023	609
2024	482
2025	279
2026	185

Note: 2026 data are recorded through July 2026.

Source: Department of Population and Civil Registration of Kediri Regency.

The number of service recipients also indicates that the program has been utilized by the community. Based on data from the Department of Population and Civil Registration of Kediri Regency, the number of SAYANG GADIS Program recipients varied each year, reaching 388 recipients in 2022 and increasing to 609 recipients in 2023 before declining in the following years. These data demonstrate fluctuations in the number of service recipients.

Therefore, the number of recipients should not be used as the sole measure of program success. Instead, the data more appropriately indicate the program's coverage and utilization during a particular period.

In addition to quantitative data, observability is also evident from the direct experiences of service recipients. The family of a recipient in Mlancu stated that they were pleased because the service could be provided at home, while another recipient required repeated biometric recording to gain access to assistance. Thus, the benefits of the innovation can be observed both through changes in the service mechanism and through the administrative benefits experienced by the community.

Based on Rogers' five characteristics, the SAYANG GADIS Program demonstrates its strongest innovation characteristics in the aspects of relative advantage, compatibility, and observability. The program provides the benefit of service access for individuals who are unable to visit government offices, adjusts its target beneficiaries to the needs of vulnerable groups, and generates benefits that can be directly experienced by service recipients. Regarding complexity, the program faces considerable challenges because services are provided to individuals with highly diverse conditions. Situations involving individuals with mental disorders (ODGJ), certain persons with disabilities, ICU patients, limited internet connectivity, and difficult access to service locations require officers to make situational adjustments. These findings demonstrate that inclusive public service innovation requires the adaptive capacity of public officials, rather than merely changes to service procedures.

Meanwhile, trialability remains a relatively underdeveloped aspect. Although program improvements have occurred based on experience, staff stated that no specialized training had been provided and that implementation was largely conducted spontaneously or through on-the-job learning. This condition indicates the need to strengthen organizational learning through training, more adaptive standard operating procedures (SOPs), and documented evaluations. These findings extend previous research on door-to-door service innovations. While previous studies have generally emphasized the benefits and accessibility of such services, the SAYANG GADIS Program demonstrates that service innovation for vulnerable groups also requires the ability to adapt to highly diverse recipient conditions. Thus, public service innovation involves not only relocating service delivery but also the capacity of public organizations to adjust their resources, procedures, and implementers' behavior to the needs of service recipients.

DISCUSSION

The research findings indicate that the SAYANG GADIS Program represents a form of public service innovation that transforms the mechanism for population administration services from a conventional pattern into direct services provided to the community through a *home visit* or *door-to-door* mechanism. This transformation does not alter the administrative products generated but changes the way in which community members access services. This is particularly important because the program targets groups who experience limitations in accessing service locations, including persons with disabilities, people with mental disorders (ODGJ), older adults, people who are ill, and hospital patients. Thus, the SAYANG GADIS innovation can be understood as an accessibility-oriented public service innovation.

These findings are consistent with the concept of public service innovation proposed by Prabowo et al. (2022), which states that innovation in public organizations is not limited to the creation of something entirely new but may also involve the development or modification of service mechanisms to make them more responsive to community needs. In the context of SAYANG GADIS, this transformation is reflected in the shift from positioning community members as parties who must visit service offices to positioning the government as an active provider that visits community members who require services.

When analyzed using the innovation characteristics proposed by Rogers 2003, the aspect of *relative advantage* is most clearly reflected in the improvement of service accessibility. Before the program was implemented, community members with mobility limitations had to be transported to service locations with assistance from family members, village governments, or other parties. Following the implementation of SAYANG GADIS, officers visit the homes or locations of service recipients. The advantage of the innovation therefore does not lie in differences in the administrative documents produced, but rather in the ease of obtaining services. This finding demonstrates that a public service innovation can provide a relative advantage even when the final service product remains the same, as long as the innovation is capable of reducing barriers previously experienced by the community.

The aspect of *compatibility* also demonstrates strong findings. The program, which was initially directed toward persons with disabilities, subsequently expanded to reach people with mental disorders (ODGJ), older adults, people who are ill, and hospital patients. The expansion of these target groups indicates that the implementation of the innovation has evolved in accordance with actual needs identified in the field. In addition, the mechanisms

for submitting service requests through village governments, family members, or other parties demonstrate the program's adaptation to the social conditions of the community. The program not only provides population administration documents but also assists community members in obtaining a Population Identification Number (NIK) and an electronic Identity Card (KTP-el), which can support access to healthcare services, BPJS, KIS, and social assistance.

Regarding *complexity*, the study found that services that appear simple from the perspective of recipients involve considerable complexity at the implementation stage. Service officers encounter various conditions among recipients, including difficulties in conducting biometric recording for certain groups, conditions of people with mental disorders that may require special assistance, service procedures for hospital patients, limitations in internet connectivity, and road access to recipients' locations. These conditions demonstrate that inclusive service innovation requires greater adaptive capacity than conventional administrative services.

These findings indicate that the success of an innovation is determined not only by program design but also by the ability of implementers to adjust procedures to the conditions of service recipients. In practice, officers cannot always apply procedures uniformly because recipients have different characteristics and needs. Therefore, implementation flexibility constitutes an important component of service delivery for vulnerable groups.

Regarding *trialability*, the findings demonstrate characteristics that differ from the three aspects discussed previously. SAYANG GADIS has indeed undergone improvements based on implementation experience, but it has not been supported by formal pilot mechanisms or specialized training prior to implementation. Learning has primarily occurred through the experiences of officers when dealing with actual conditions in the field. For example, the need to involve family members or trusted companions of service recipients became increasingly recognized only after officers gained experience in providing services to particular groups.

This condition indicates that *trialability* in this program is predominantly manifested through *experiential learning* rather than *formal experimentation*. Learning through experience continues to contribute to program improvement; however, documentation concerning pilot processes, evaluation, and organizational learning still needs to be strengthened. Thus, the

SAYANG GADIS innovation has demonstrated adaptive capacity, but its learning mechanisms have not yet been fully institutionalized.

Meanwhile, *observability* is reflected in the benefits of the program that can be directly experienced by the community. Community members who previously experienced difficulties in visiting service offices can obtain biometric recording and KTP-el through visits by service officers. Possession of an NIK and KTP-el can subsequently support access to healthcare services and social assistance. Positive responses from the families of service recipients also serve as an indicator that changes in the service mechanism can be directly observed and experienced.

Data on the number of service recipients further demonstrate the utilization of the program. However, fluctuations in the number of recipients from year to year indicate that the quantity of recipients cannot be used as the sole indicator for determining program success. A decline in the number of recipients after 2023, for example, does not automatically indicate a decline in program success because the number may be influenced by service needs, target coverage, and community conditions during a particular period. Therefore, *observability* in this study is more appropriately understood through a combination of program utilization, changes in service accessibility, recipient experiences, and the administrative benefits obtained by the community.

Overall, the findings demonstrate that three characteristics, namely *relative advantage, compatibility,* and *observability*, have been concretely manifested in the implementation of SAYANG GADIS. Meanwhile, *complexity* represents a characteristic that reveals various implementation challenges, whereas *trialability* still needs to be strengthened through training, pilot testing, evaluation documentation, and more systematic organizational learning.

The findings of this study reinforce the results of the study by Ivana and Meirinawati (2023) concerning the BESUTAN innovation in Jombang Regency. Their study demonstrated that a service mechanism specifically designed to address particular needs can assist community groups requiring population administration services. The similarity between the two studies lies in their service orientation toward groups experiencing barriers to accessing conventional administrative services. In the SAYANG GADIS program, this orientation is manifested through direct visits by service officers to service recipients.

The findings are also related to the study by Sari and Meirinawati (2022) concerning the SI JARAN IJO innovation in Blitar Regency. Both studies demonstrate that a *jemput bola*

approach can bring population administration services closer to community members who experience limited access. However, the study of SAYANG GADIS places greater emphasis on the characteristics of innovation based on Rogers' theory, so that the analysis does not merely examine the proximity of services to the community but also identifies relative advantage, compatibility, complexity, opportunities for learning, and the observability of innovation outcomes.

The findings concerning complexity are also consistent with Nurafifah and Ilosa (2024), who demonstrated that *jemput bola* service innovations continue to face challenges related to the conditions of service recipients as well as limitations in facilities and infrastructure. In the SAYANG GADIS program, these issues are reflected in the diverse conditions of recipients, limited internet connectivity, road conditions, hospital procedures, and difficulties in biometric recording. This similarity demonstrates that relocating service delivery from government offices to community locations does not necessarily eliminate implementation problems but may instead transform the nature of these problems into a need for adaptation in the field.

The findings of this study can also be compared with Arma et al. (2020), who examined improvements in KTP-el services through a *jemput bola* innovation. The primary similarity lies in the government's efforts to bring population administration services closer to the community. However, SAYANG GADIS has more specific target characteristics because it is directed toward groups who experience physical, social, or situational barriers to accessing service points. Thus, the innovation functions not only as a strategy for bringing services closer to the community but also as a mechanism for expanding the inclusiveness of population administration services.

The study by Aulia et al. (2025) concerning the *jemput bola* service innovation for KTP-el recording is also relevant to the findings of this study because both demonstrate the importance of proactive service mechanisms. However, the findings of the SAYANG GADIS study indicate that proactive service delivery must be accompanied by the capacity of service officers to address highly diverse recipient conditions. This finding extends the understanding of *jemput bola* service innovation by demonstrating that innovation is not merely a matter of visiting community members but also involves the readiness of human resources, procedures, infrastructure, and the capacity to adapt services to recipient needs.

Furthermore, the findings of this study are consistent with Irianto et al. (2022), who examined population administration service innovation through an integrated *jemput bola* program. Both studies demonstrate the importance of coordination in expanding the reach of population administration services. In SAYANG GADIS, coordination is reflected in the involvement of subdistrict governments, village/urban village governments, the Social Affairs Office, TKSK, families, and other parties in identifying and proposing potential service recipients.

The study by Riberu et al. (2024) on service network innovation for persons with disabilities is also relevant to SAYANG GADIS, particularly in the context of developing more inclusive population administration services. The similarity lies in the attention given to the needs of persons with disabilities in accessing services. The findings of the SAYANG GADIS study further demonstrate that the need for inclusivity extends beyond persons with disabilities to include people with mental disorders (ODGJ), older adults, people who are ill, and hospital patients.

Thus, this study reinforces previous findings concerning the benefits of *door-to-door* and *jemput bola* services while providing an additional analysis based on the five innovation characteristics proposed by Rogers 2003. This analytical contribution demonstrates that innovations oriented toward vulnerable groups should not be assessed solely based on service proximity and the number of recipients. Innovation should also be examined in terms of its compatibility with community needs, the level of implementation complexity, the process of learning or testing the innovation, and the benefits that can be observed by service recipients.

Implications, theoretically, this study demonstrates that Rogers' *diffusion of Innovations* theory can be used to analyze inclusive population administration service innovations through five characteristics, namely *relative advantage, compatibility, complexity, trialability,* and *observability*. Practically, the findings imply the need to maintain services oriented toward the needs of vulnerable groups, strengthen the capacity of service officers through training and coordination with families or caregivers, enhance *trialability* through documentation, evaluation, and adaptive SOPs, and strengthen infrastructure support, including internet connectivity, location accessibility, and biometric recording facilities. Program evaluation should also employ more comprehensive indicators rather than relying solely on the number of service recipients, incorporating target coverage, service duration, recording success,

implementation challenges, recipient satisfaction, and the benefits of population administration documents in facilitating access to other public services.

This study has several limitations. First, the descriptive qualitative approach was conducted only at the Population and Civil Registration Office of Kediri Regency, and therefore the findings cannot yet be generalized to other regions. Second, the informants were limited to program managers, implementers, and service recipients or their families, while the perspectives of other stakeholders have not been explored in depth. Third, observations were conducted during only one service activity and therefore do not fully capture variations in program implementation, while data on the number of service recipients cannot yet be used to measure the causal impact of the program. In addition, the *trialability* aspect remains predominantly based on experiential learning because it has not been supported by formally documented pilot testing and specialized training. Therefore, future research could involve a broader range of stakeholders, locations, and indicators to obtain a more comprehensive understanding of program effectiveness and development.

CONCLUSION

The SAYANG GADIS Program is a population administration service innovation that brings services directly to vulnerable groups through home visits, including persons with disabilities, individuals with mental disorders (ODGJ), older adults, people who are ill at home, and hospital patients. Based on Rogers' (2003) innovation characteristics, the program demonstrates relative advantage through improved accessibility, compatibility with the needs of vulnerable groups, and observability through tangible benefits such as biometric recording, KTP-el issuance, and improved access to healthcare and social assistance. However, complexity remains evident in limited internet connectivity, location accessibility, hospital procedures, recipient cooperation, and technical difficulties in biometric recording. Trialability is reflected in field-based adaptations and family coordination, although these have not been supported by specialized training or formal trial mechanisms. Overall, the program represents a needs-oriented public service innovation that expands access for vulnerable groups. Strengthening staff capacity, special-condition handling, infrastructure, and systematic evaluation and organizational learning is recommended.

This study contributes to the application of Rogers' Diffusion of Innovations framework in the context of inclusive population administration services. It demonstrates

how relative advantage, compatibility, and observability facilitate service accessibility, while complexity and limited trialability indicate areas requiring improvement. The findings highlight the importance of staff capacity, infrastructure, service adaptability, and organizational learning in supporting sustainable public service innovation.

Future studies should involve broader stakeholders and multiple regions to examine the effectiveness and sustainability of the SAYANG GADIS Program. Comparative or mixed-method research is also recommended to explore staff capacity, infrastructure, special-condition handling, and systematic program evaluation as factors supporting the replication of inclusive public service innovations.

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