

The Effectiveness Of Ning Yaonah Service Innovation For Population Administration In Jombang Regency

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Article history:

Received: 2025-11-02

Revised: 2025-23-02

Accepted: 2024-25-02

Published : 2025-28-02

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Abstract

The purpose of the research is to evaluate the effectiveness of Ning Yaonah service innovation in the process of managing administrative services, both in terms of benefits felt by the community and the challenges faced in its implementation. This study uses qualitative research. The location of the research was carried out at the Population and Civil Registration Office of Jombang Regency. The data collection methods used include literature studies, and document data. The results of the study are that Ning Yaonah service innovation has proven effective in improving the quality and efficiency of population administration services and obtaining an “A” predicate qualification in Jombang Regency. The program has succeeded in creating a transparent and accountable service, by providing easy access and simple procedures. Practical Implications Increasing the accessibility and efficiency of population administration services through digitalization, so that people can take care of documents easily and quickly without long queues

Keywords : Effectiveness, Ning Yaonah Sevice Innovation, Population Administration, Service.

1. Introduction

One of the government's efforts to improve services to the community is by providing accurate, factual, and comprehensive population data to meet the community's needs for population data (Sururama & Permana, 2021). The geographical condition of the Indonesian country which is in the form of an archipelago and has the fourth largest population in the world makes the government have to strive for periodic population administration control. Along with the development of the times and the increasingly modern human life, the government has received a lot of public attention, especially in terms of services that require state civil servants as public servants by providing the best service towards good governance, the Indonesian people are increasingly critical in criticizing and wanting maximum service from the government (Mashfiyah et al., 2019) Therefore, the administrative substance plays a very important role in regulating and directing all activities of the service organization in achieving goals. In the process of recording population events, the Population and Civil Registration Office must collect data based on accurate and factual population data so as to ensure the validity of the data entered in the population database.



Innovation in public services is crucial to improve efficiency, effectiveness, and quality of services to the community (Situmorang et al., 2021). The effectiveness of service innovation can be measured through the extent to which the program is able to achieve the goals that have been set, both in terms of results and its impact on society. Effectiveness is basically derived from the word "effect" and is used as a causal relationship. Effectiveness can be seen as a cause of other variables (Tumewu et al., 2021). Effectiveness means that the goals that have been planned in advance can be achieved or in other words the goals are achieved because of the activity process. Effective must be related to the achievement of the goals and objectives of a task and work and also related to the performance of the process of implementing a job. Efforts to evaluate the running of an organization can be done through the concept of effectiveness. This concept is one of the factors to determine whether significant changes need to be made to the form or management of the organization (Astuti et al., 2022). In this case, effectiveness is the achievement of organizational goals through the efficient use of resources owned, reviewed in terms of input and output (Hasoloan et al., 2024).

An activity is said to be efficient if it is done correctly and in accordance with procedures, while effective if the activity is carried out correctly and can provide useful results. The most prominent measures of effectiveness are: 1) program success, 2) target success, 3) program satisfaction, 4) input and output levels, 5) achievement of overall goals. The effectiveness of the service also depends on other factors, such as public perception, satisfaction level, and reliability of the system used. If this service succeeds in answering the needs of the community with simple procedures and satisfactory results, then trust in the government will increase. In the digital era, the demand for effective, efficient, and transparent services is increasing, especially in the midst of government efforts to improve the quality of bureaucracy (Mulianingsih, 2021). Jombang Regency, East Java, faces major challenges in providing fast and easy population administration services, especially given the growing population and the community's need for practical services.

Administration is defined as a process of organizing resources so that work tasks in any level of organization can be carried out properly (Wahab & Rahaju, 2021). The administrative process will carry out three main functions that are closely related to the three general levels in the formal hierarchy. Population administration is a series of activities carried out by the government to manage data and documents related to a person's identity and population status (Savana & Qomariyah, 2024). This activity includes registration, recording, reporting, and management of data related to the population, such as birth certificates, family cards (KK), electronic identity cards (e-KTP), marriage certificates, and other documents (Ramadhina & Batubara., 2024). In response to these challenges, the Population and Civil Registration Office of Jombang Regency launched a technology-based service innovation known as Ning Yaonah (The Pleasure of Waiting and Easy Online Services) which was launched in 2021. This application is designed to make it easier for the public to take care of various population documents such as e-KTP, family cards, birth certificates, death certificates, SKPDWNI and child identity cards (KIA) without having to visit the service office directly. The effectiveness of Ning Yaonah's service is reflected in her ability to reduce physical queues at the Dispendukcapil office, especially during the COVID-19 pandemic.

Jombang Regency is one of the regions that makes this problem the main concern. However, the implementation of this innovation is inseparable from challenges, such as the uneven level of people's digital literacy, technological infrastructure that has not been fully supported in some regions, and the need for wider socialization. Therefore, the assessment of the effectiveness of Ning Yaonah's service is important to evaluate the extent to which this innovation is able to have a positive impact on the management of population administration in Jombang Regency. As a district with various geographical and social conditions, many people in Jombang Regency still face difficulties in accessing population administration services. Making it easier for the government to manage submission data efficiently with this integration, service innovation not only makes it easier for the community, but also improves the performance of local government services. Therefore, this study aims to evaluate the effectiveness of Ning Yaonah service innovation in the process of managing administrative services, both in terms of benefits felt by the community and the challenges faced in its implementation. Based on the description

above, the author intends to research or analyze the Effectiveness of Ning Yaonah Service Innovation for the Management of Child Identity Card Issuance in Jombang Regency

2. Method

This research is qualitative descriptive, which aims to provide an overview of the effectiveness of public service performance. The type of research used is library research, which is collecting data or scientific papers that are relevant to the object of research or data collection that is bibliological (Sugiyono, 2013). Primary data sources used include books and scientific articles related to the effectiveness of public services. Secondary data sources are in the form of other books that discuss public services. The data collection techniques in this study include interviews, literature studies, and field observations. Interviews were conducted with service users and service management staff Ning Yaonah. Without the application of appropriate data collection techniques, researchers will not obtain data that meets the set standards. The analysis method used is qualitative data analysis. This research was conducted in Jombang Regency.

Theory used 1) Program Success, 2) Target Success, 3) Satisfaction with the Program, 4) Input and Output Levels, 5) Achievement of Overall Goals To find out the effectiveness of the service system at Ning Yaonah, use a source approach, a process approach, and a target approach. The source approach includes the ability to utilize the environment, the ability to react and adapt to the environment, and the ability to maintain operational activities. The process approach includes service procedures, facilities and infrastructure, as well as work spirit and loyalty. The goal approach includes: stability, flexibility, efficiency, and productivity. Data analysis with an interactive analysis model by interpreting data, managing, and analyzing data from Ning Yaonah services. The interactive analysis model has several data components such as data condensation, data display, drawing and verifying conclusions.

3. Result and Discussion

The Effectiveness of Ning Yaonah Service Innovation for Population Administration Management in Jombang Regency

Program Success

The accomplishment of goals serves as a gauge for program success. This measure demonstrates the extent to which the program or policy has met the goals and outcomes established at the outset of planning. Programs may be assessed in a number of ways, including how well they address issues, if the final products satisfy the required criteria, and whether the program's execution is proceeding as planned. This also has to do with the program's immediate and long-term impacts. Program success demonstrates if the program benefits the community or target group in addition to producing results. The success of service innovation depends on the extent to which the program understands the needs and expectations of users (Astuti et al., 2024).

Conducting surveys, interviews, or analyzing user data can provide in-depth insights into the problems at hand as well as desired solutions. Ning Yaonah's service innovation has shortened service times and increased community accessibility to population administration in Jombang. The provision of technology-based services such as digital applications, people can take care of documents more efficiently without having to wait in line for a long time in the office. This can be seen from the survey results which show an increase in positive responses to shorter service times and more transparent processes. This is evidenced by the absence of significant obstacles in the implementation of the program. Adequate facilities and infrastructure, such as printers for population documents, are also an important factor in the success of this program.

This success is supported by various mechanisms that shorten service times. Residents of Jombang City see that the innovation of the ning yaonah service has succeeded in reducing complaints

related to long queues at the Disdukcapil and the waiting time of the queue is now only 5 to 30 minutes, no more than 1 hour. Now the issuance of documents only takes one hour to a maximum of three days. In ning yaonah, there is also a helpdesk feature to overcome the occurrence of this disturbance, which has received a lot of positive responses from the community because they feel helped by the existence of the helpdesk feature. Clear service standards and publication through various media also help improve program efficiency.

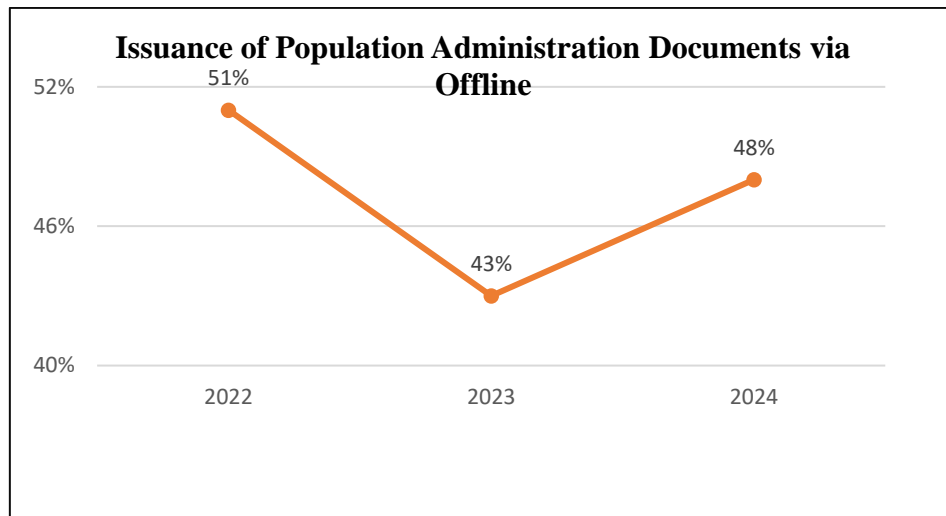
Ning Yaonah's service innovation for population administration in Jombang Regency has proven successful based on the 2024 Community Satisfaction Index (IKM) which reached a score of 90.68 with the "Very Good" category. This shows that this program is effective in providing quality public services. The success of the program is also reflected in the strengthening of service quality which receives an "A" or very good rating. This program has succeeded in creating new service standards that are faster, measurable, and transparent, in accordance with the needs of an increasingly dynamic society.

Goal Success

The target's success must be evaluated from the standpoint of objective attainment in order to determine effectiveness. This implies that both the organization's objectives and its maintenance plans must be taken into account for it to succeed. Stated differently, the evaluation of success needs to be connected to both objectives. In other words, the degree to which a government program or policy's target level accomplishes its objectives may be used to gauge its efficacy. More specific and quantifiable objectives, such enhancing the well-being of a community group or expanding access to particular services, might be called targets. Although it doesn't always include every component of the program, target success shows if the program has been successful in producing the intended results in a shorter amount of time. This is crucial to ensuring that a certain policy emphasis is implemented successfully (Prasahda & Rosdiana, 2024).

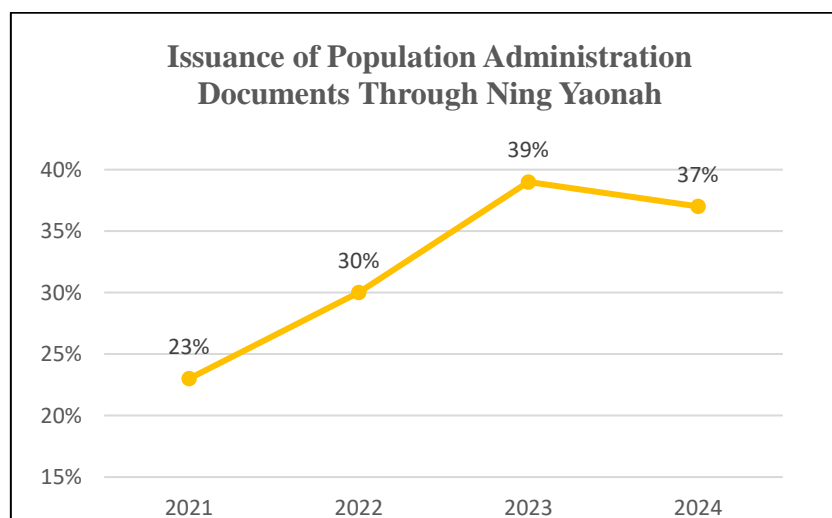
In the population administration service application, Ning Yaonah has succeeded in achieving the main goal in providing services to the community, especially in simplifying the process of managing population documents. This innovation targets people from various walks of life, ranging from the elderly, people with disabilities, to village communities who have limited access to administrative services. Ning Yaonah has successfully achieved the goal of supporting the inclusivity of population services. The results of the survey according to the community that so far Ning Yaonah's service has provided service satisfaction to them even though there are still several obstacles such as the web page cannot be accessed. Population administration is a series of activities carried out by the government to manage data and documents related to a person's identity and population status (Savana & Qomariyah, 2024).

Population administration involves several main components. First, population registration, which includes the creation of identity documents such Population administration aims to ensure that the civil rights of the community are fulfilled and support data-based development planning. With a good population administration system, the government can provide more effective, efficient, and transparent public services, as well as ensure the welfare of the community. Efforts to increase as e-KTP and KK, as well as population migration data collection (Pamella et al., 2022). Ning Yaonah's services show that it can reach various groups of people without discrimination. This reflects the program's success in providing equal access. This innovation shows success in bringing services closer to the community. Based on graph 1, it produces data obtained from the study.



Graph 1 Issuance of Population Administration Documents Offline
Source: Research processed by researchers 2025

Based on the results of the study, see graph 1, showing a significant decrease in the use of offline services from 2022 to 2023, although there is a return increase in 2024. In 2022, as many as 51% that most people still use conventional methods in managing population administration. However, in 2023 the figure decreased significantly to 43%, that Ning Yaonah services succeeded in making most of the people of Jombang Regency use technology-based services. In 2024, there will be a rebound to 48% in the increase in offline submissions and issuance, although this shows that Ning Yaonah's innovation has been successfully implemented and further evaluation is still needed on the inhibiting factors that affect the sustainability of public acceptance of innovation-based services. Based on graph 2, the data obtained from the study is produced.



Graph 1 Issuance of Population Administration Documents Offline
Source: Research processed by researchers 2025

Based on the results of the study, see graph 2, showing that the percentage of service use has increased every year although there is a slight decrease in 2024. It can be seen that in 2021, only 23% of people who used Ning Yaonah's services in the early stages of using this innovation-based service



were still low, likely due to a lack of socialization or people who are still used to conventional services. In 2022 it became 30%, then in 2023 it increased to 39%, showing the success of this service in attracting public attention and shifting most of the applications from offline services to technology-based services. Of course, it has had a significant impact on the management of population administration, but in 2024 there will be a slight decrease in use to 37%, indicating the need to evaluate the existing obstacles.

Through technology and digitalization, services can reach people who previously had difficulty getting direct access to service offices. In addition, to improve the quality of Ning Yaonah's services, the improvement of officer competence through technical training ensures that the quality of services provided is maintained. Support from facilities and infrastructure such as video walls in the waiting room also helps meet the public's information needs in real-time. Thus, there is still room to increase the coverage of services to more remote communities. This strategy will ensure that the goal of inclusivity is completely evenly distributed throughout Jombang Regency.

Satisfaction with the program

Program satisfaction is the degree to which a program successfully satisfies the demands of its participants. The degree to which beneficiaries believe the program fulfils their needs and aspirations is another indicator of program effectiveness in addition to output or outcomes. The quality of the program determines how satisfied the beneficiaries are with it (Alaslan et al., 2023). The Community Satisfaction Survey (SKM) conducted by the Population and Civil Registration Office of Jombang Regency showed positive results for Ning Yaonah's services. The community feels helped by the existence of faster, transparent, and accountable services. The value of IKM at the Population and Civil Registration Office every year has reached a value of 90.56 (in 2023) and a value of 90.68 (in 2024), so the existence of Ning Yaonah services is one of the factors that supports the increase in SKM.

This value shows that the community feels great benefits from the program, including service efficiency and transparency. High performance in various service indicators also reflects public trust in the quality of the program. The increase in community satisfaction is influenced by faster service, free fees, and the friendly and professional attitude of the officers. The publication of information through waiting rooms, websites, and social media also provides clarity to the public about the procedures and service periods.



Figure 1 Community Satisfaction Index 2024

Source: Research processed by researchers 2025

Public satisfaction is increasing with the existence of digital-based services that facilitate access to information and document management. Publications carried out through the waiting room and the official website are one of the factors that provide clear information to the public. This transparency makes residents feel more appreciated as service users. There are several aspects that need to be improved, such as shortening the waiting time for services in certain locations that are still congested. The pick-up program can be a solution to reduce queues at the service office. If the Jombang Disdukcapil can focus on making improvements in these areas, this program can maintain and even increase community satisfaction in the future. This will strengthen public trust in population administration services in Jombang Regency.

Input and Output Levels

The comparison of input and output allows for the measurement of input and output levels. When input exceeds output, it is deemed efficient; when input is less efficient, it is deemed inefficient. Measuring the amount of input is one of the most crucial aspects of effectiveness measurement. The resources utilised to execute the program, including money, labour, and time, are referred to as input levels. The term "output" describes the tangible outcomes that may be obtained from such resources, such as the quantity of people serviced, goods or services created, or tasks completed. Assessing input and output aids in determining whether resources are being used efficiently and whether the outcomes are commensurate with the expenses and effort expended (Mamonto et al., 2022).

Service effectiveness is the extent to which a service can achieve the goals or objectives that have been set in an appropriate and satisfactory way for service recipients (Irawan & Zainarti., 2025). Public awareness, develop technology, and improve data systems are needed to overcome challenges in its implementation (Syarifuddin et al., 2024). Ning yaonah certainly utilizes inputs in the form of human resources, technology, and infrastructure optimally to produce quality administrative service outputs. Improving the competence of officers through training ensures that services can run in accordance with the set standards. Support from a skilled workforce is also part of a significant input. Officers who have been trained in technical and public service have a positive impact on the community's experience in receiving services. The output of this program also includes population documents that are completed in a short time and with high quality standards. The increase in the

number of services provided, such as child identity cards and civil registration deeds, family transfers, and family breakdowns, shows that the available inputs have been utilized to the maximum. This output not only meets the needs of the community but also improves the operational efficiency of the agency. This input and output optimization needs to be continuously developed, for example by increasing technological capacity and expanding training for officers in the regions.

Goal Achievement

Achievement of the overall goal is determined by the extent to which an organization carries out its responsibilities to achieve those goals. This is an overall assessment based on various criteria that results in a general assessment of the organization's effectiveness. If the main goals are achieved, the program is considered successful, but if the goals are not achieved, further an Purpose is one of the most important factors in determining the effectiveness of a program (Fakhriyah et al., 2022). Namely, whether the proposed goals are relevant in their implementation. Achieving the overall goal is an effort to achieve a goal, so that to achieve the final goal it is necessary to have a stage of achievement and stages of time needed in implementing a program. Overall, ning yaonah managed to approach its main goal, which is to improve the quality of population administration services in Jombang Regency. The goal of making it easier for the public to access population documents has been achieved through pick-up services and digitization. The value of SMEs is excellent, this program has met the expectations of the community in terms of efficiency and ease of access to administrative services.

The response of people who have used Ning Yaonah's services, many mentioned that this innovation is very useful, especially in terms of time and energy efficiency. People no longer need to queue for the processing of population documents, because the service can be accessed online from home. Many users feel that this service reduces the convoluted bureaucracy, so that the process of managing documents such as KTP and KK becomes easier. This has a positive impact, especially in reducing the potential for illegal levies or intermediary fees, which previously often occurred in manual services. This achievement also shows how this program has succeeded in creating innovations that are relevant to the needs of modern society.

The digitization of services and the transparency of public assessment are important parts of the strategy to achieve this goal. Committed to continuous innovation and improvement, Ning Yaonah can continue to be an example of public service that successfully meets the needs of modern society while maintaining high quality standards. In general, the achievement of Ning Yaonah's service goals can be considered quite successful, especially in providing convenience, efficiency, and comfort in the management of population administration, although several improvement steps are still needed to achieve maximum success..

Conclusion

Ning Yaonah's service innovation has proven its effectiveness in improving the quality of population administration services in Jombang Regency. By utilizing digital technology, this service allows the public to take care of documents such as e-KTP, family cards, and birth certificates, death certificates, SKPDWNI and KIA quickly and efficiently. The high value of the Community Satisfaction Index (IKM) of 90.68 according to the second semester of 2024 shows the success of this program in meeting the needs of the community and creating a satisfactory service experience. The reduction of physical queues in service offices is also one of the main indicators of the success of this service. The entire Ning Yaonah program has not only succeeded in achieving the goal of improving the quality of population administration services, but also creating new standards in public services in the digital era. With continuous evaluation and technological development, the program has the potential to become a

model of service adopted in other regions. A commitment to innovation, transparency, and inclusivity will ensure that this service continues to be relevant and have a positive impact on the people of Jombang in the future.

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