

## STRATEGIES FOR IMPROVING PUBLIC SERVICES THROUGH THE SIMAS BISMA WEBSITE AT THE CLASS I MALANG CORRECTIONAL CENTER



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### **ABSTRACT**

*Client expectations for quick and simple service define need for Bapas I Malang to be able to satisfy these needs. The goal of this research is to investigate the strategies and the method employed by Bapas I Malang to improve the quality of public services through the SIMAS BISMA website innovation. This is descriptive qualitative research that is analyzed utilizing the theories of service improvement strategies and innovation success. The findings of this study show that the strategies used were successfully implemented in meeting each indicator of the strategy in the service improvement strategy, implying that in order to provide the best public services for every level of society in the Malang korwil, the service improvement strategy approach used must be optimized and adjusted more to the needs of local clients.*

**Keywords:** *Public Service; Simas Bisma; Improvement Strategy*



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## INTRODUCTION

Public services are an important aspect that is inseparable in human daily life, where the state has an obligation to provide service rights to all its citizens. This aims to meet the basic needs of the community which are regulated in various programs and activities by the public apparatus or bureaucracy, as described by Murdiyanto (2020). The government, both at the central and regional levels, has a great responsibility in ensuring that the rights of the community in obtaining public services are fulfilled properly, which is strengthened by the legal basis in the form of Law No. 25 of 2009 concerning Public Services. This law aims to improve the quality of services provided by government agencies, ensuring that every citizen has the right to receive quality services from the government. In addition, in order to regulate the growing use of information technology and electronic transactions, Law No. 19 of 2016 on Electronic Information and Transactions (ITE) provides guidance on information protection, supervision of technology abuse, and obligations for service providers to maintain the security and privacy of technology users in Indonesia.

Along with the rapid development of technology, government agencies in Indonesia are also required to adapt to the digital era. Government agencies as public service providers have the responsibility to provide services that are easily accessible and more effective, especially in the current digital era (Nugraha, 2019). Technology plays an important role in the transformation of public services through the use of the internet and digital devices. According to Pasya and Wibowo (2022), technology has become an important instrument that helps humans in supporting various daily life activities, and this also applies in the context of public services. The Indonesian government is trying to digitize through the transformation of manual systems into digital ones, as stipulated in Presidential Regulation No. 95/2018 Chapter I which states that the use of information and communication technology must be optimally utilized to provide services to users.

The number of Technical Implementation Units within the Directorate General of Corrections that have implemented digitization of technology-based innovations regulated in Permenkumham No. 30 of 2021 concerning the implementation of electronic systems within the Ministry of Law and Human Rights. The data was obtained by researchers through searches on online news pages. The existence of data on the digitization of innovations that have been implemented by the Technical Implementation Unit above shows that the Ministry of Law and Human Rights is serious in realizing E-Government-based public services. Chatfield believes that technological advances through e-government in government can produce government services as expected, namely effective and precise.

The success of public service innovation is the result of creativity driven by the development of new processes, services and methods that are more efficient and effective. This innovation continues to progress, especially in the face of rapidly developing technological challenges. Based on research conducted by Angga (2022), technology-based public service innovation is very important to stay relevant and keep up with the times. One form of innovation implemented by the government is website technology-based services. This service is expected to provide comfort and convenience for the community in accessing public services effectively.

One of the technical implementation units that participates in the digitization of public services is the Correctional Center (Bapas) Class I Malang. This Bapas has introduced digital-based public service innovation by launching the SIMAS BISMA application, which is a website-based correctional information system. Through this

application, Bapas Class I Malang shows its seriousness in improving the quality of public services. This application can be accessed by the entire community, and this innovation is a form of Bapas' commitment in responding to the increasingly complex needs of society. SIMAS BISMA facilitates correctional clients and supports the efficiency and effectiveness of the work of Community Supervisors (PK) at Bapas. This digitalization was born as an answer to the problems faced, such as the imbalance in the number of PKs and clients, which affects the quality of service.

In addition to the problem of imbalance in the number of PKs and clients, the distribution of client domicile areas in Bapas Class I Malang is also a challenge. Clients are spread across eight working areas, including Malang City, Malang Regency, Batu City, Pasuruan, Probolinggo and Lumajang. This distribution makes services less efficient, especially in mandatory reporting and community research (Litmas) activities that must be conducted face-to-face. Long travel distances, such as from Lumajang Regency which is 154 kilometers from the Bapas, take up to 144 minutes to travel. These long distances and travel times clearly affect the effectiveness of Litmas and mandatory reporting activities, and add to the cost burden for clients who live outside Malang City.

Another problem is related to the distance between Bapas Class I Malang and several other Technical Implementation Units (UPT) in the Malang area, such as Malang Class I Correctional Facility, Bangil Class IIB Detention Center, and Pasuruan Class IIB Correctional Facility. Inter-UT coordination is key in maintaining the effectiveness and efficiency of public services, especially in the registration and guidance of prisoners. The distance between the Bapas and other UPTs varies, ranging from 150 meters to 114 kilometers. Thus, Bapas Class I Malang needs to continue to strengthen coordination and increase the capacity of digital services so that public services remain optimal, despite various obstacles.

## **LITERATURE REVIEW**

A series of activities covering the life of community organizations in the service process related to activities in organization and society, this is the essence of service. Society in carrying out activities in its life certainly requires the government to meet its needs. In meeting the needs of the community, a product, service, or service provided by the government in the form of administrative services is realized. This is in line with the opinion that public services can be interpreted as the result of products received by all citizens from the government (Barlian, 2016). Another definition of public service according to the Regulation of the Minister of Administrative Reform and Bureaucratic Reform of the Republic of Indonesia Number 15 of 2014 is a service benchmark that functions to realize measurable, effective and efficient services. Based on the explanation above, public service is a form of responsibility personally and as a member of a government organization to all Indonesian citizens.

Public services aimed at meeting the needs of the community are carried out in the form of meeting needs in the form of services and in the form of goods. In this case, the implementation of public services is the responsibility of government agencies in all regional scopes. However, sometimes the implementation of public services is not optimal and there are problems in its implementation, that the factors that make the implementation of public services that are not optimal are Human Resources (HR), organizational culture, organizational performance, service systems and strategies (Rohayatin et al., 2018). From this statement, it can be implemented in this study related to problems in Bapas services, which are part of public services and their relationship with service strategy factors.

According to Aliah (2016), public service as a term, can be interpreted as the implementation of activities that have the aim of meeting the needs of the general public and facilitating convenience for the community to meet their needs (comfort and conveniences) in social life (Aliah, 2016). These service needs are personal needs including physical services and administrative services provided by the government. So it can be concluded from the above statement that public services have the aim of providing and meeting the needs of the community, as well as providing convenience to the community, through a series of service activities provided that are personal and administrative in nature, this is related to the discussion in the study, namely the urgency to provide easy public services through the SIMAS BISMA Website.

## **METHOD**

Research methods have a broad meaning and include various approaches used by researchers to find answers to the problems being studied. In the book by Creswell (2016), research methods are described as a series of procedures that include plans and steps ranging from abstract ideas to detailed methods for data collection, analysis, and interpretation. This shows that research methods are a structured series of steps to obtain information and data relevant to the research. The qualitative approach chosen by the researcher for this study is based on the case study research methodology, which allows researchers to investigate in depth a phenomenon. According to Creswell (2013), qualitative methods are a way to formulate a framework of thought from various perspectives expressed by the sources in the research. This research uses techniques to describe facts or circumstances that occur in the field with the aim of providing an in-depth understanding of the complexity of the problem being studied, in this case improving public services at the Correctional Center (Bapas) Class I Malang.

Researchers chose to go directly to the field to conduct observations and interviews, which are an important part of this qualitative approach. The research design chosen by the researcher is a case study that allows data collection through observation, interviews, documentation, and audiovisuals. Case studies are considered relevant because they help researchers examine more deeply a particular program or process over a period of time. This research focuses on the implementation of public services at Bapas Class I Malang by involving various informants, such as correctional clients, officers, and the head of Bapas, as well as the use of the SIMAS BISMA website. Researchers collected primary data through direct interviews with informants and secondary data through documentation and literature related to public services. The data analysis technique in this study involved three important stages: data reduction, data presentation, and conclusion drawing, which were carried out interactively to ensure the validity of the data obtained.

## **RESULTS AND DISCUSSION**

### **Strategy to Improve the Quality of Public Services through the Simas Bisma Website**

In managing public expectations, Bapas I Malang has succeeded in providing optimal public services by providing certainty of costs and service times through digital-based innovation, namely the SIMAS BISMA application. This application is a legal property of the Directorate General of Corrections, which allows clients to report online easily. SIMAS BISMA not only provides convenience, but also ensures procedural certainty for the community and prison officers. Interviews with various informants, including clients and officers, show that SIMAS BISMA is very helpful in speeding up the administrative

process, reducing the need to come in person, and reducing costs incurred by clients. These benefits are felt by the community, especially in saving time and costs, as well as providing convenience with the reporting and tracking features available in the application. The excellent service offered by Bapas I Malang is in line with the expectations of the community and increases their satisfaction with the public services provided.

The services provided by Bapas I Malang also showed a significant increase in efficiency through the automating quality strategy. By shifting from manual to digital systems, Bapas I Malang is able to better respond to the needs of the community. The SIMAS BISMA innovation is an important milestone in the transformation of public services at Bapas I Malang. The system enables service automation, which in turn improves accuracy and speed in handling client administration and reporting. In addition, the digitalization features implemented through SIMAS BISMA support service efficiency, both for clients and officers, by reducing data errors and accelerating the inmate registration and reporting process. This automation also reflects Bapas I Malang's commitment in using technology to improve the quality of public services, in accordance with the needs of modern society that wants fast and efficient services.

Following up on public services is a crucial step taken by Bapas I Malang to improve the quality of services to the community. By evaluating shortcomings in the service system, agencies can identify aspects that require improvement. Based on research by A.Y.D Riskika and Meirinawati (2020), Bapas I Malang has implemented this follow-up well through innovations such as SIMAS BISMA, a digital platform designed to overcome various service constraints, such as efficiency and accessibility. This innovation is a response to the demands of a society that increasingly requires fast and efficient services. In line with Tjiptono's theory of improving public services, SIMAS BISMA not only reflects efforts to improve service quality, but also transparency in administrative and data management, making public services more accessible and efficient.

The SIMAS BISMA website is a concrete solution in dealing with various service constraints faced by Bapas I Malang. Previously, clients had to come directly to the office even if they were far away, which consumed time and money. With SIMAS BISMA, services can be conducted online, allowing the community to access services more quickly and easily. Over time, the benefits of this platform began to be felt by the community, where SIMAS BISMA facilitated transparency and ease in various administrative aspects. Interviews with Bapas I Malang staff, such as Ms. Sofia and Mr. Sulung, indicate that the use of this digital platform is in response to various demands from the community for more effective and efficient services.

In addition, Bapas I Malang continues to develop the SIMAS BISMA innovation to remain relevant to technological developments and community needs. This development process includes improving the functionality of the platform as well as regular maintenance to ensure that the system is always in optimal condition. According to interviews with Mr. Zakaria and Mr. Sulung, regular evaluations and sharing sessions with the information technology team are important steps to ensure the sustainability of this innovation. With consistent updates, SIMAS BISMA continues to provide services that meet the expectations of the community, so that agencies can maintain their commitment to improving the quality of public services.

### **Simas Bisma Innovation Success at Bapas I Malang**

Following up on services or services provided to the community is an important step in ensuring the improvement of the quality of public services. This is necessary to identify



deficiencies in the service process and help related agencies to know which aspects need to be improved. As stated by A Y D Riskika and Meirinawati (2020), follow-up on services can improve service efficiency and effectiveness. Bapas I Malang, through the results of the research, has shown its commitment to following up on the services provided properly. This step is in line with the theory of public service improvement proposed by Tjiptono. One of the innovations made by Bapas I Malang is through the development of the SIMAS BISMA website, which is designed to respond to community needs and facilitate access to public services.

The SIMAS BISMA innovation serves as a response to community demands for more accessible and efficient services. This website is presented as a solution to various obstacles faced previously, especially in managing administration and data at Bapas I Malang. With SIMAS BISMA, challenges in providing public services can be better addressed, providing easy access for the community, and creating transparency in the service process. From the interview with the Head of BKD Section of Bapas I Malang, Ms. Sofia, it appears that SIMAS BISMA has been designed with the needs of the community in mind, such as the convenience for clients who are far away so that they do not need to come directly to the office to report their obligations. This also proves that SIMAS BISMA is not just a technological innovation, but also a form of adaptation of Bapas I Malang in providing better services.

The development of the SIMAS BISMA website requires ongoing efforts, including regular maintenance and updates. As explained by several interviewees, regular monitoring and evaluation are continuously conducted to ensure that the website remains relevant and able to function properly. Accessibility updates and improvements to existing features are part of the development process so that SIMAS BISMA can continue to provide significant benefits to the community. This was acknowledged by Mr. Zakaria, Head of the BKD Registration Section of Bapas I Malang, who stated that every year the website is extended for access and continuously evaluated to ensure that it is always in line with service needs. Mr. Sulung, PK of Bapas I Malang, also emphasized the importance of regular monitoring and improvement to keep the website optimal.

In addition to maintenance, the development of SIMAS BISMA is also driven by the need to adapt the system to the times. The information technology team involved in the development of this platform continues to make improvements and upgrades so that SIMAS BISMA can follow positive trends and meet the evolving needs of the community. According to Ms. Putri, PK of Bapas I Malang, discussions and collaboration with the IT team are ongoing to ensure the execution of each update goes according to plan. That way, SIMAS BISMA becomes more than just a technological tool, but also a representation of Bapas I Malang's commitment in providing quality and sustainable public services.

## **CONCLUSION AND SUGGESTION**

Based on the results of research conducted at Bapas I Malang using qualitative methods using interview data collection techniques supported by field observation and documentation methods, several conclusions have been found that are directed and considered to have successfully achieved the objectives of the research. It was found that the implementation of the SIMAS BISMA website innovation at Bapas I Malang has been running well and in accordance with the indicators in the theory used as an analysis knife.

First, the implementation of service improvement strategies by Bapas I Malang through the SIMAS BISMA innovation is in accordance with the indicators in the theory of service improvement strategies. With the SIMAS BISMA innovation, Bapas I Malang can identify community needs through risk mitigation, questions submitted by clients, and

proposals from the regional office. Furthermore, Bapas I Malang carries out a strategy of managing community expectations by providing certainty of legal service applications to improve the quality of public services.

Second, the implementation of the SIMAS BISMA website innovation at Bapas I Malang in providing convenience to clients in the implementation of online reports/attendance and Litmas tracing, then providing convenience to correctional officers and detention centers in Malang regional office in registering new clients has been carried out accordingly. The implementation of the SIMAS BISMA website is based on existing needs in the community, and its implementation is fully supported by the Head of the Bapas I Malang Office as the Head of the Work Unit, as well as all employees of the Bapas I Malang Office by participating in operating and maintaining the SIMAS BISMA website. To support the implementation of the SIMAS BISMA website innovation, Bapas I Malang conducted internalization for employees regarding the SIMAS BISMA website. In terms of service quality, it is very good, this can be seen from the quality of infrastructure and facilities as well as the ability of officers and the certainty of services provided to clients. This shows that the SIMAS BISMA innovation can improve the quality of public services at Bapas I Malang.

It can be concluded that the SIMAS BISMA innovation itself is a strategy to improve the quality of public services carried out by Bapas I Malang by prioritizing indicators of automating quality and as a form of information system development that supports public services. In its implementation, the SIMAS BISMA innovation is supported by the Head of Office and all employees of Bapas I Malang.

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