



Assistance in Demographic Administration Innovation in Surabaya

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Abstract

Community service with students in the demographic administration internship program held by the Surabaya City Government's Demographic and Civil Registration Office is carried out by means of students helping demographic administration tasks in 4 sub-districts within the Sambikerep District area. Namely, Made Village, Bringin Village, Sambikerep Village and Lontar Village. Through this activity, students benefit in terms of growing soft skills in terms of communication skills, adapting to the environment, working with others and time management. The benefits for the kelurahan are getting help from students and enthusiasm in providing services with the involvement of students.

Keywords: internships, demographic administration, soft skills.

1. Introduction

Daldiyono (2009) states that the idealism of higher education needs to be constantly evaluated, especially its relation to carrying out student education functions in three domains at once, namely the attitude domain (ethical behavior, honesty, diligence, discipline and good deeds), the psychomotor domain (skills in identifying and solving problems, skilled at work), and the cognitive domain (broad and deep knowledge). On the one hand, students are young people who are full of enthusiasm and have a strong will to move forward. On the other hand, a sadness is that they are forced to be passive.

Meanwhile, the world of higher education is an academic world that has a pattern of life that must be lived together by the entire academic community. First, the academic world has its own culture which is called academic culture. Second, in academic culture, the role of thought (ratio) is more dominant than the role of emotion. This is different from the world of everyday life. Third, all statements have arguments that can be judged as true or false. Fourth, each argument must be traceable to supporting facts. Fifth, honesty is the main prerequisite. Sixth, all values in the academic world are contained in academic ethics (Daldiyono, 2009).

Therefore, active students with learning methods take one step forward. A way of self-development for students while studying in tertiary education so that they can complete their education by becoming undergraduates as well as becoming mature individuals in terms of ethics and morals, mature in emotional terms as well as intellectual maturity. Bachelors with qualifications like these are what our higher education in Indonesia implicitly wants to produce. In this approach, the quality of students as the main raw material is improved by students while following the conventional transformation process. Whereas in the conventional approach, the quality or quality of students is considered to have changed due to the interaction of lecturers and students.

For this reason, the apprenticeship (or internship) which is now starting to be taken seriously in the *Merdeka Belajar Kampus Merdeka* (MBKM) program is very appropriate. However, the apprenticeship program cannot work alone to form educated individuals who have complete personalities and are able to make a unique and superior contribution in life. Soft skills education is an element that underlies the characteristics and attitudes expected of an ideal student as stated above.

Soft skills are defined as personal and interpersonal behaviors that develop and maximize humanist performance. Soft skills attributes include commitment, initiative, ability to learn, reliable, confident, communication skills, enthusiasm, courage to make decisions, integrity, persistence, highly motivated to achieve achievements, creative, able to work in teams, think critically, able to appreciate opinions of others, high work ethic, and many more (Satrya, 2017 and Satrya, et al. 2019).

2. Materials and Methods

2.1. Materials

Modification and renewal of the Community Service Program or also known as KKN in Indonesian, can be realized in project activities in the village which is one of the simkatmawa indicators. In this context, student involvement in the village or kelurahan is a program that brings students closer to the reality of society. The program provides a means for students to apply their knowledge and knowledge to social reality. Students as agents of social change are expected to have intellectual abilities, as well as the skills to communicate, interact and deal with real social situations in society. The reality in the village becomes a model of the broad social reality that students will face when they graduate from college.

A number of programs were held for Higher Education to strengthen education and internalize soft skills in their students. Tid for tat, priorities and orientations for the development of soft skills are actually open to disappointment and anxiety among the business and industrial world as well as the general public about the mentality and performance of university graduates. Many graduates have brilliant GPA but do not have good performance in the world of work. Scholars are not interested in life and work in rural areas, and so on.

The National KKN, one of the unique thematic KKN, has been held by the Ministry of Youth and Sports, the Ministry of Education and Culture, the Indonesian Army and state universities, with the aim of raising hope for student figures who are able to become agents of social change. There were 224 students who participated in the National KKN from 32 universities in Indonesia, spread across 25 villages in three sub-districts in Bantaeng Regency, South Sulawesi. For several months the participants carried out the implementation of handling food security to help open infrastructure in isolated areas. The 'encounter' with the nation and the 'heart' for social issues which is an intrinsic mission in every KKN, in the future is expected to foster sensitivity and subsequently social empathy among the educated. These 'encounters' and social interactions are needed to unite academic ideals in higher education with social facts.

A similar learning model also applies to the demographic administration apprenticeship program which is attended by Ciputra University students in 4 sub-districts (Sambikerep, Lontar, Bringin, Made) in the Sambikerep District area, Surabaya. Students are directly involved in the world of work. The difference is, in KKN, intuition and social empathy, as well as the 'heart', are more honed as part of learning about social problems encountered in society. Students have the opportunity to learn to do social analysis while in the village/kelurahan. It is hoped that the social assistance carried out in the demographic administration apprenticeship will complement students' skills to later become humane scholars.

Through demographic administration internships, students learn multi-aspects (Daldiyono, 2009). The ideal student is one who actively learns about these multi-aspects, using a step-by-step learning method. A way of self-development for students while studying in tertiary education so that they can complete their education by becoming undergraduates as well as becoming mature individuals in terms of ethics and morals, mature in emotional terms as well as intellectual maturity. Bachelors with qualifications like these are what our higher education in Indonesia implicitly wants to produce.

In addition to helping the socialization and smooth running of the Surabaya City Government's innovative program in demographic administration, an example of a social problem in Indonesia is illiteracy. Most of the illiterate population live in rural areas, such as small farmers, laborers, fishermen, and urban poor groups, that is, low-income or unemployed people. They are lagging behind in terms of knowledge, skills and mental attitude of renewal and development. As a result, access to information and communication which is important for opening the horizons of world life is also limited because they do not have adequate literacy skills. The solution that was made by the Ministry of Education and Culture at that time was to alleviate the problem of illiteracy through Basic Literacy and Independent Business Literacy activities. This activity can be accessed by community education providers who meet the requirements.

2.2. Methods

Some of the student activities in the demographic administration internship are as follows:

1. Entering data into the Civil Registry Office website for Made Village, Surabaya regarding letters for moving out of town, into the city or moving within the city.
2. Entering survey data for residents of the Made Village into the SKM on organisasi.surabaya.go.id website
3. Enter birth and death data for residents of the Made Sub-District into the Capil Disduk website
4. Enter data on transfer certificates for residents of Made Village to the Civil Registry Office website, Made Village resident survey data to the SKM on organisasi.surabaya.go.id website, and data for damaged birth certificates to the Civil Registry Office website
5. Enter birth certificate data for residents of Made Village to the web and complete the invitation file to record Identity Card or also known as KTP for residents of Made Village.

3. Results and Discussion

Surabaya city government service innovation that is evenly distributed in various agencies is a reflection of leadership. It is undeniable that the performance of the Surabaya city government was heavily influenced by the performance of the previous mayor, Tri Rismaharini, who set an example in terms of work ethic, integrity, professionalism and totality in working as a public servant or servant. The demographic administration internship program held by the Surabaya City Demographic and Civil Registry Office is inseparable from this. Therefore, the involvement of students in this program is well prepared by the city government.

There are at least six debriefing topics from the Surabaya City Government for Ciputra University students who are deployed in this program with the supervision of lecturers, namely with the themes: Service Philosophy, Whole of Government, Service Ethics, Accountability, Demographic Administration Services, Kalimasada.

The city of Surabaya has won international achievements. One of them, the Socrates Award category "Innovative City of the Future". Mayor of Surabaya, at that time, Tri Rismaharini received the award directly in London. In addition to receiving the award, the Mayor of Surabaya at that time had the honor to be a speaker at the event which was part of the London Summit of Leaders which took place from 15-17 April 2014.

Surabaya is not only a byword on the national level, but also worldwide. Millions of people are getting to know Surabaya as a clean city and led by leaders who are also 'clean'. Without intending to enter the realm of politics, the name Risma and the city of Surabaya that are attached to it are currently popular. Risma, when she was mayor, also received the title of the best mayor in the world, according to citymayors.com. This award adds to the row of 51 awards the city of Surabaya received during its leadership. Risma is considered a leader who has succeeded in attracting national and international attention in promoting social, economic and environmental policies in Indonesia's second largest city. The award clearly increases the popularity of the city of Surabaya at the international level.

What needs to be noted here is the important role of regional heads and city government officials in marketing and 'selling' their area. The task of being a marketer and seller of the potential of the region has become increasingly attached to regional heads during this autonomy period. Because regional heads are also marketers for their regions, ensuring the quality of their regions is a necessity. Therefore, adopting the marketing concept 3.0 initiated by Kotler, et al. (2010), it's okay to say the current demands of being a regional head and state civil apparatus 3.0. Regional heads who do not only focus on product oriented and customer oriented but have reached the highest level, namely the human spirit. That is, regional heads and state civil servants 3.0 have a development program orientation for every human being (citizen) as a whole person. Because it is true that Mayor Risma said that Surabaya still has a long way to go. Human resources are the main concern that will be addressed. According to Risma, no matter how good a city is built, if it is not followed by good human resources, then they will become spectators in their own city (Surabaya.go.id, 2014).

Adopting the special tasks and roles that diplomats carry out, some of the soft diplomacy tasks that regional heads can carry out are being excellent lobbyists and good image builders. The exemplary regional head to carry out the role of building a positive image, even as a marketer and seller of his area, will encourage citizen participation to play an equally important role in the concept of total diplomacy. On a local scale, every citizen of the area is a marketer in their area. It is increasingly possible to do this through various information and communication channels that are becoming increasingly sophisticated these days.

Risma's actions in leading her area, her complaints, her personality, her leadership style are now increasingly recognized by many people in Indonesia and abroad. The attention of millions of people through the mass media has brought a new awareness of Surabaya which is no longer seedy and arrogant. But Surabaya is humane, which is comfortable for everyone to live in. Referring to the Myelin concept introduced by Kasali (2013), we can conclude that Risma has been and is currently combining muscle memory which is located in all human muscle tissue which is formed due to continuous and in-depth training and brain memory which is formed from knowledge. The combination of the two has proven successful in building Surabaya's image and competitiveness, including through gesture, speed, spontaneity, action-oriented attitude, initiative, response, discipline, intrapreneuring and so on.

Indeed, image building is not the final goal and ambition of leadership. However, image, branding, and the like will not be developed without sincere and characterful leadership. Of course a good character.

This valuable signal was detected by Valentine & Godkin (2000), stating that the success of some women is determined by their very strong ability to solve problems and the ability to think analytically. In addition, the success of women is also influenced by their ability to communicate and respect professional relationships. In general, women are more socially oriented, have an equal position, are based on equality (quality-based), care for themselves, and are more nurturing than men. Women, as leaders, more often carry out democratic and transformational leadership than leadership carried out by male leaders (Cuadrado, et al. 2012).

In Javanese it is often known as *gemi nastiti ngati-ati*. This character is closely related to the *ubet* culture (in Javanese), meaning creative and tenacious in finding solutions, not giving up easily. This character seems to be a necessity which can be proven from its important value in human resource development which is said to be the focus of Jokowi's leadership in his second period, namely persistent. The seeds of persistence have long been grown in local history which later became an identity and identity as a citizen of Surabaya, driven by all-out sacrifices during the physical revolution.

Some of the collaborations carried out by the Surabaya City Government with universities, for example with Private Universities, the Surabaya City Government collaborated with the Region VII Private Higher Education Coordination East Java (now also known as LLDIKTI VII) in 2011. The agreement is the basis for carrying out synergistic collaboration in the context of create policy programs to address urban problems and to enhance development in Surabaya. The objects of cooperation cover the areas of improving human resources, tourism, arts and culture, especially dance and *karawitan*, drug prevention, and other fields according to needs deemed relevant by both parties. There is also a lot of collaboration between the Surabaya City Government and State Universities in Surabaya.

On various occasions, they are often reminded that universities should be down to earth, as the antithesis of ivory tower-like exclusivity. The embodiment of social sensitivity is what encourages tertiary institutions to always make a real contribution to life, not only in educating the nation's children in lectures, but in every aspect of life which is the capacity of this institution.

4. Conclusion

The demographic administration internship activity held by the Surabaya City Demographic and Civil Registry Service is a collaboration between universities and the government. Appreciation and support from Ciputra University to the city government is realized by deploying students and involving lecturers as mentors for the continuity and smooth functioning of demographic administration in the city of Surabaya. Students benefit in the form of growth in soft skills in terms of communicating, working with teams and time management. Thus, students can forge themselves into ideal students in terms of attitude, psychomotor and cognitive domains.

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