

Population Data and Information Development Strategy Using People Centered Development Principles in Serang Regency Banten Province

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Abstract – In population development, population administration as a system is an inseparable part of government administration and state administration in the context of providing protection for the rights of individual residents, through public services in the form of issuing population documents. Several problems faced are related to the condition of Population Administration in Serang Regency, including regulations that are still incomplete and adequate, Human Resources (HR) are still limited and application implementation is still not optimal due to limited infrastructure readiness. Birth Certificate ownership was also recorded as a lower percentage than eKTP ownership in Serang Regency. The population aged 0-18 years is quite good, namely around 99.24 percent have a birth certificate, but if you count the total population, around 59,000 out of more than 1.6 million or around 4.08 percent of the population in Serang Regency do not have a birth certificate (Serang Regency Dukcapil Office, 2022). This research uses a qualitative method (Nartin et al., 2024) because researchers want to analyze the information and strategies of the Serang Regency Regional Government in terms of population administration so that an accurate descriptive analysis can be obtained. It is hoped that all development policies related to the development of population data and information will be carried out based on the principle of people centered development, to achieve population-oriented development. Population development policies and programs should ideally involve all sectors and related parties, so good coordination and synergy are needed and planning is integral, comprehensive and holistic.

Keywords: *Strategy, development, Development strategy, Population data and information, People centered development*

1. INTRODUCTION

One of the goals of development is to improve community welfare by improving the overall quality of human resources through formal and informal education services supported by health and housing services to create intelligent, healthy and environmentally conscious people. Therefore, a development plan that is right on target is needed, according to needs. To create development plans that suit needs and are right on target, the Serang Regency government needs complete and accurate population data and information. The data required not only concerns the situation at the time the plans were prepared, but also past information and forecast information for the future. Population data in the past and present can be obtained from the results of surveys and censuses, while to meet the need for population data in the future, a population projection needs to be made.

The Windows of Opportunity in welcoming Indonesia Gold, which is the fruit of the use of the Demographic Bonus, will occur in the 2020-2045 period. One of the keys to successful use of this phase is the development of an integrated data and information system. A population data and information system that adheres to the principle of people centered development is one of the strategies that aims to help create superior human resources by 2045.

In population development, population administration as a system is an inseparable part of government administration and state administration in the context of providing protection for the rights of individual residents, through public services in the form of issuing population documents

(Residential Identity Cards, Family Cards, Civil Registration Deeds). The mandate of Law No. 24 of 2013 concerning Amendments to Law No. 23 of 2006 concerning Population Administration states that every resident has the right to obtain population documents.

The direction of population administration includes, among other things, increasing the population's awareness of their obligations to participate in the implementation of Population Administration, providing national statistical data regarding population events and important events, supporting the formulation of national, regional and local development policies and planning; and support the development of a population administration system.

Meanwhile, the aim of population administration is also to provide national population data and information regarding Population Registration and Civil Registration at various levels in an accurate, complete, up-to-date and easily accessible manner so that it becomes a reference for policy formulation and development in general, realizing orderly National Population Administration and integrated; and provide population data which becomes a basic reference for relevant sectors in carrying out every government, development and community activity.

2. LITERATURE REVIEW

In this literature review, we will explain in more detail regarding population data and information in Serang Regency as well as the meaning of people centered development. Here's the explanation:

2.1. Population Data and Information

The development of population data and information in Serang Regency is one of the objectives included in the mission of Serang Regency in the 2021-2026 RPJMD. Mission can be said to be a form of elaborating a vision. Mission is a general formulation relating to the efforts that will be carried out to realize the vision.

The operational mission in the RPJMD which is related to the development of population data and information is contained in the 5th mission, namely improving good governance and excellent public services supported by bureaucratic capacity with integrity, competence and professionalism. The most related mission target is increasing the quality of public services supported by advances in Information Technology, with indicators including: Community Satisfaction Index (IKM), Percentage of regional officials who manage archives digitally and Coverage of population ownership of administrative documents.

The following are the Performance Achievements in the Implementation of Government Affairs for the Key Output Performance Indicators related to the Population Data Collection Pillar based on the Serang Regency Regional Government Implementation Report (LPPD) in 2021.

Table 1: Population Administration of Serang Regency, Banten Province in 2021

Mission	Objective	Objective Indicator	Goal	Goal Indicator	Indicator Unit	Target 2021
Improving good governance and excellent public services supported by bureaucratic capacity with integrity, competence and professionalism.	Improve the quality of governance and public services	Bureaucratic Reform Index	Improved quality of public services supported by IT advances	Coverage of Population Administration Document Ownership	%	83,23
Population Administration Management		Percentage of cooperation in the utilisation of population data				100

Source: RPJMD Serang Regency Year 2021-2026

The following is an illustration of the performance achievements in administering government affairs related to the population data collection pillar based on the Serang Regency Regional Government Administration Report (LPPD) in 2021, shown in the table below:

Tabel 2. Performance Achievements in the Implementation of Government Affairs related to the Population Data Collection Pillar based on the Regional Government Implementation Report (LPPD) of Serang Regency, Banten Province in 2021

Government Affairs	No.	Key Performance Indicators (KPIs) Output	Performance Outcome	Data Source	Description
Population Administration and Civil Registration	299	Issuance of marriage certificate	100	Disdukcapil	Available
	300	Issuance of divorce certificate	100	Disdukcapil	Available
	301	Issuance of death certificates	100	Disdukcapil	Available
Communication and informatics	302	Population data presentation	100	Disdukcapil	Available
	323	Percentage of local devices that use quality internet access provided by the Office of Communication and Informatics	50	DiskominfoSatik	Available
	331	Percentage of public services and administrative services integrated with government service liaison systems	100	DiskominfoSatik	Available
	385	Percentage of metadata completeness of statistical activities	100	DiskominfoSatik	Available

Source: RPJMD Serang Regency Year 2021-2026

2.2. People Centered Development

People Centered Development can be interpreted as development that is centered on the people or population, which is one of the development paradigms part of Sustainable Development. A people-centred development strategy has the ultimate goal of improving the quality of life of all people within the concept of their current cultural traditions and customs (Soerjani, 2007).

The interpretation of people-centered development is that the people or population are used not only as objects but also as subjects of development, the people function as the main target as well as a strategic source in development.

The focus of people centered development is human growth, well-being, equity and sustainability. The dominant thought in this paradigm is human ecological balance, where the source of development is information and creative initiatives with the main aim of optimal actualization of human potential (Korten in Siti Saskia, 2022). The main concerns in the people-centered development paradigm are social services, social learning, empowerment, capacity and institutional building.

A people-centered development approach seeks to raise community awareness to challenge their subordination through bottom-up local organizations. Organizations that are considered to be the most effective are those that begin with the concrete practical needs of society relating to issues of health, employment and the provision of basic services, but which can utilize these issues as a means of achieving the strategic needs of society.

3. METHODOLOGY

The research method used in this paper is the Qualitative Method, this method is mainly related to social phenomena and research on humans based on a methodology carried out over a series of time and in-depth understanding. In this approach, various and varied images are created, in-depth examination of words, detailed reports of respondents and studies are carried out on natural situations and conditions (Creswell, 2014).

(Bryman, 2006) states that in qualitative research, researchers try to explore a phenomenon from the perspective of sources or informants ("insider's view"). A qualitative research must be more detailed and detailed so that it can explain all aspects involved (or inherent) in the subject under study. The complex and varied aspects and depth of the researcher's description of the research data cause qualitative research to generally be more flexible in its structure and flexible to suit the conditions in the research area.

The selection of the main informant or key informant must be appropriate and is the main factor in qualitative research. Research subjects are determined according to the required criteria. With this, it is hoped that there will be relevance between the appropriate data and information. The determination of information providers is not based on the number of informants but is adjusted to the role and function of the information provider that matches the focus of the research problem. Determining informants using this method is a good strategy to obtain relevance between research questions and the information to be researched, with mastery of the material and understanding and convenience regarding the social situation being studied. The informants used in this research were OPDs in the Serang Regency environment, including those from the Population and Civil Registry Service (Disdukcapil), the Communication, Informatics and Statistics Service (DiskominfoSatik), the Central Statistics Agency (BPS), the Social Service (Dinsos) and Village Officials. Kamanisan, Serang Regency.

The data collection technique in this paper uses several methods, namely observation, literature study, and interviews (Gill et. Al, 2008). The dominant literature study technique used in this paper is an activity that is comprehensive (comprehensive) regarding several studies that have been carried out previously and then looking for gaps so that improvements can be made (Denney, 2013).

4. RESULTS AND DISCUSSION

The results in this paper are divided into two discussions, namely problems and solutions related to population customs and information as well as the Serang Regency Regional Government's strategy in developing population data and information, along with further explanation:

4.1. Problems and Solutions Related to Population Data and Information in Serang Regency

Problems related to population data in Serang Regency include the low level of birth certificate ownership among residents. Birth Certificate ownership is recorded as a lower percentage than eKTP ownership in Serang Regency. For the population aged 0-18 years, it is quite good, namely that around 99.24 percent have a birth certificate, but if you count the total population, around 59,000 out of more than 1.6 million or around 4.08 percent of the population in Serang Regency do not have a birth certificate. (Disdukcapil Serang Regency, 2022).

To increase public awareness regarding the above problems, Disdukcapil is optimizing outreach activities as well as pick-up and drop-off services down to the sub-district level. However, this service is being carried out in stages due to limited operational funds. The regional government also makes it free to obtain birth certificates so that it does not create an economic burden on the community. Making it itself is free, easy and not complicated. Disdukcapil asks people who have babies to immediately make a certificate and immediately take it to the local Disdukcapil Office.

Another problem identified regarding population documents in Serang Regency is the low level of death certificates for residents. Ownership of Death Certificates is recorded at the lowest percentage compared to ownership of eKTPs, Birth Certificates and Marriage Certificates in Serang Regency. The low level of making Death Certificates is because people's interest in obtaining Death Certificates is low because they consider that reporting a death is not that important considering that the person concerned no longer needs the document. In fact, one of the importance of a Death

Certificate is to validate population data so that those who have died are no longer included in the population data base.

Apart from that, the Death Certificate can be used for insurance or banking claims, taspen and other matters. The following are some of the benefits obtained by the family regarding ownership of a Death Certificate:

- Prevent the deceased's data from being misused.
- Ensure the accuracy of population data
- Manage the determination of heirs
- Handling Insurance Claims
- Requirements for remarriage for the husband/wife of the deceased

To anticipate the low level of community participation in processing Death Certificates, we are collaborating with OPD, institutions and even community leaders to socialize it. Disdukcapil collaborates with the Serang Regency Social Service which has Field Workers, also collaborates with the General Election Commission (KPU), and the Indonesian Citizenship Association in efforts to socialize the importance of making a Death Certificate for the community.

The importance of identity in supporting the achievement of orderly population administration in Serang Regency after the enactment of Law Number 24 of 2013 concerning Amendments to Law Number 23 of 2006 concerning Population Administration has a very complex function. Through a single Population Identification Number (NIK), the Electronic Population Identification Card (KTP-el) is one of the media used by the government to create a good population database, so that residents have the right to benefit from the function of the e-KTP, especially benefits related to services. public as regulated in article 64 paragraph (4).

Efforts made by the Serang Regency Population and Civil Registration Service to optimize ownership of Electronic KTPs, Marriage Certificates and Birth Certificates are by coordinating between agencies and between regions, establishing systems, guidelines and standards, as well as providing coaching, mentoring, supervision, monitoring, evaluation as well as innovation.

4.2. Serang Regency Regional Government Strategy in Developing Population Data and Information

The stages of the Serang Regency Regional Government's strategy in developing population data and information using the principle of people center development can be carried out in the following steps:

First, complete and improve the arrangement and management of the population database. This activity has been carried out using the following priority scale:

- a. Develop a population survey and data collection system that is in accordance with the needs of Regional Apparatus Organizations (OPD) and the private sector and communities in need.
- b. Develop an integrated population database system between the Provincial Government and the population database system in eight Regencies/Cities. With this integration, it is hoped that reliable, accurate, real population data and information can be obtained and can be used as material for decision making that is not only fast but also effective and efficient.

The leading sector which plays a role in completing and improving the arrangement and management of population databases is the Population and Civil Registry Service (Disdukcapil), Central Statistics Agency (BPS) of Serang Regency.

Second, organize and issue population documents. What can be attempted is to integrate population data and information from various sources into a database that can be accessed by various parties who need it. This step has now begun to be carried out by continuing to improve, monitor and evaluate data. The leading sector that is relied upon for the stages of structuring and publishing population documents is the Serang Regency BPS, Disdukcapil, in collaboration with the Serang Regency Social Service which has Field Workers, also in collaboration with the General Election Commission (KPU), and the Indonesian Citizenship Association.

Third, strengthen population data and information at the village level. Strengthening population data rooted at the village level that occurs in Serang Regency, there is a reliable program with the leading sector of BPS, namely the Desa Cantik Program (Love Statistics). Three villages from Banten Province were included as 100 villages selected from 83,820 village-level administrative areas selected by the National Central Statistics Agency. One of the villages in Serang

Regency has been selected as a Desa Cantik, namely Cikolelet Village, Cinangka District in 2021, and in 2022 there will be another Desa Cantik, namely Kemanisan Village, Tirtayasa District.. The selected villages will be assisted by BPS to become efficient villages. and able to develop their village through the data they have.

The Desa Cantik Program makes villages the object for data collection, even all development is in the village. By selecting Cikolelet and Kemanisan Villages as Beautiful Villages, it is hoped that this can become a milestone and driving force for sustainable village development in accordance with SDG's Village targets. The Desa Cantik Program is in line with the spirit of Satu Data Indonesia, namely realizing integrated implementation planning, evaluation and development control.

This innovation from BPS provides understanding to village officials and all residents in general to start to see the importance of data and care about data. Data in their village will have unique characteristics that are different from other areas which can describe the village's potential, village human resources and other things from the village which will later be stored and archived both online and in physical form in the village.

The leading sector for strengthening population data and information at the village level is BPS Serang Regency in collaboration with the community and Village Officials.

Fourth, make efforts to strengthen the development of integrated data systems for population and family information based on information technology.

What the Regional Government of Serang Regency has also done regarding population data collection is data integration between OPDs so that it explains the consolidation period into and orderly population administration using a computerized and connected system which is already running with several OPDs, although not yet with all OPDs.

In connection with integrated data between Regional Apparatus Organizations (OPD) in Serang Regency, an MoU has been implemented for 2 types of programs, namely the Service Program and the Data Utilization Program. The Data Service Program has collaborated with all OPDs in Serang Regency. The OPDs collaborating in the Data Utilization Program include Hospitals, Education Services, Investment Coordinating Board (BKPM), Regional Revenue Agency (Bapenda), Regional Personnel Agency (BKD), Communications, Informatics, Statistics and Encryption Services (DiskominfoSatik) as well as the Manpower and Transmigration Service (Disnakertrans).

The leading sector for strengthening the development of an integrated data system for population and family information based on information technology is the Population and Civil Registry Service in collaboration with the Serang Regency Communication, Informatics, Statistics and Encryption Service (DiskominfoSatik).

Tabel 3. Regional Government and Leading Sector Strategy in Developing Population Data and Information in Serang Regency

Strategi	Leading Sector
Completion and improvement of the structuring and management of the population database	Population and Civil Registration Office (Disdukcapil), Central Bureau of Statistics (BPS) of Serang District.
Structuring and issuing population documents	BPS Serang District, Disdukcapil, in cooperation with the Social Affairs Office of Serang District which has Field Workers, also in cooperation with the General Election Commission (KPU), and the Indonesian Citizenship Association.
Strengthening population data and information at the village level	BPS Serang District collaborates with the community and village officials.
Strengthening the development of an integrated population and family information system based on information technology.	The Population and Civil Registration Office collaborates with the Communication, Informatics, Statistics and Signage Office (DiskominfoSatik) of Serang District.

Source: Processed data, 2024

The table above explains the strategy of the regional government and leading sectors in developing population data and information in Serang Regency.

5. CONCLUSION

Population data and information is an important capital and central point in realizing people-centered development, regardless of all the problems. Complete and accurate population data and information is very useful in development planning in the fields of education, health, welfare, population distribution and economic equality. In the end, the problems, solutions and strategies related to population data and information are closely related to the national development problems faced by Indonesia as a whole.

The strategy for developing population data and information using the principle of people centered development in Serang Regency that can be carried out is by doing the following things:

- a. Completion and improvement of the arrangement and management of the population database.
- b. Arrangement and issuance of population documents.
- c. Strengthening population data and information at the village level.
- d. Strengthening the development of integrated data systems for population and family information based on information technology.

Socialization of the production of population documents that have been identified as still low, namely Death Certificates, can be carried out in synergy between Regional Apparatus Organizations (OPD). As the leading sector for these programs, the Population and Civil Registry Service (Disdukcapil) can collaborate with the Social Service, General Election Commission (KPU) and professional population organizations.

Strengthening population data rooted at the village level with the addition of villages included in the Beautiful Village Program (Love Statistics). The leading sector of this program is the Central Statistics Agency (BPS) in collaboration with village officials.

The development of an integrated data system for population and family information based on information technology is supported by the Department of Communication, Informatics, Coding and Statistics (DiskominfoSatik), all OPDs of Serang Regency and the Regional Government of Serang Regency down to the village level.

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