

INNOVATION OF THE ASAHAN ONE DATA (ASADA) APPLICATION IN ASAHAN DISTRICT AS A RESPONSE TO THE INDONESIAN ONE DATA POLICY

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ABSTRACT

Innovation is urgently needed in human life with the aim of providing convenience and development through good ideas and thoughts. The Asahan One Data application is one of the innovations as a form of response from Asahan Regency to the One Data Indonesia (SDI) Policy. The ASADA application is a web-based application that is entered by all regional apparatus organizations in Asahan Regency. The purpose of making this application is to obtain data that can be accounted for, improve the quality of governance of the Asahan district government, and most importantly to obtain accurate data. Satu Data Indonesia is an integrated governance policy, has easy access, can be shared and accounted for to all agencies, both central and regional, with the principles of data standards, metadata, data interoperability, and by using master data and reference codes. The type of research used in this study is descriptive research. Researchers describe a symptom, event, and event that has occurred or is happening to be described as it is. In this study, five (5) factors for innovation success according to Cook, Matthews, Irwin will be used, namely leadership, *organization management*, risk management, human capital, and *technology*). Based on this research, the innovation of the Asahan Satu Data application still needs a lot of thought and development in order to have a maximum impact.

INTRODUCTION

The One Data Indonesia (SDI) policy comes from the thought and spirit to create the credibility of up-to-date and accountable data processing which aims to support the implementation of development and better governance (Rahman et al., 2023). In this policy, the government also seeks to increase the effectiveness of data-based policymaking. Asahan Regency as one of the outstanding districts in North Sumatra, responded to government policies by lowering Asahan Regent Regulation No. 21 of 2020 concerning the implementation of One Data Indonesia Then ratifying the Regent's Decree, in a brief form the Asahan Regent Decree No. 109 Bappeda-Year 2022 concerning the Asahan Regent One Data Forum at the district level. Through this policy, the Asahan Regency Government through the Communication and Informatics Office launched an innovation in the form of a website-based application called Asahan Satu Data (ASADA). The ASADA application is a web-based application that is entered by all regional apparatus organizations in Asahan Regency. The purpose of making this application is to obtain data that can be accounted for, improve the quality of governance of the Asahan district government, and most importantly to obtain accurate data. It can be easily accessed by the entire community. The development of technology and information is also expected to be useful to

help realize the integration of preparation, planning, implementation, evaluation, and control of development.

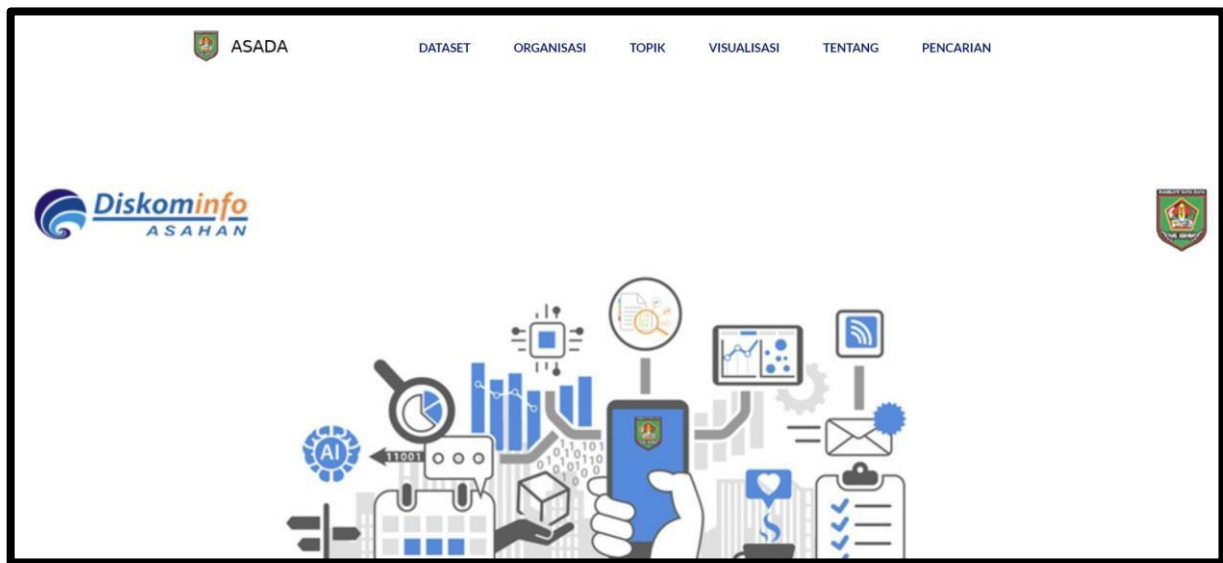


Figure 1. Website Display of Asahan One Data Application (ASADA)

The image above is the display of the main page of the Asahan One Data (ASADA) Asahan Regency application website which consists of several parts, namely datasets, organizations, topics, visualizations, about, and searches. This website can be accessed by anyone, both government, private, and public through <https://data.asahankab.go.id>. This application is expected to make it easier for the community to access the data needed for various interests without having to wait for a long time from related agencies. The following is an example of the content of the display in the topic section in the ASADA application.

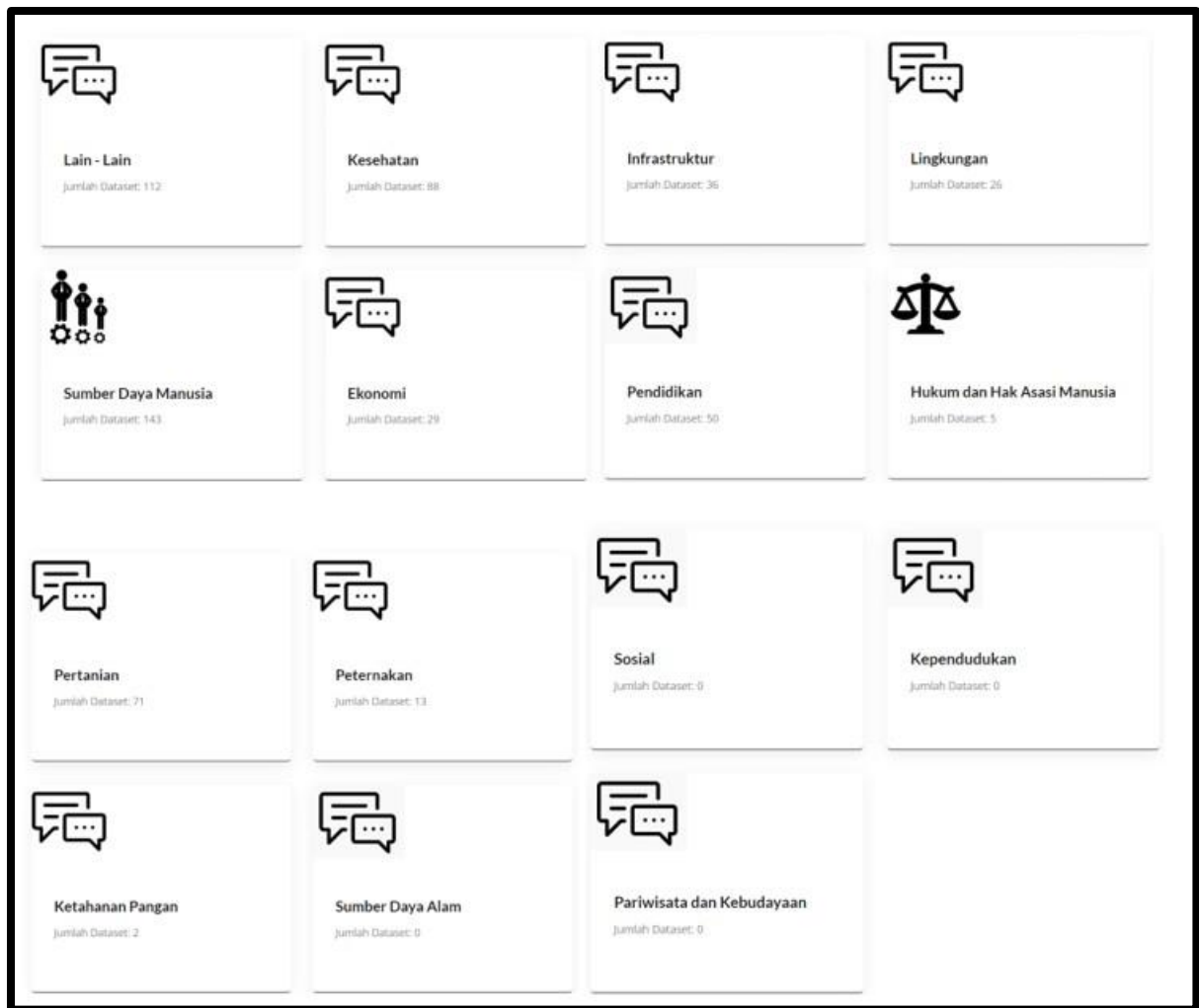


Figure 2. Topics on the Asahan One Data Application (ASADA)

Some of the topics above have been seen to have a number of datasets and some are still empty. It will be updated regularly to provide the latest and accurate data. Innovation is a complex, uncertain, not always organized, subject to various changes (Appio et al., 2021; Bendak et al., 2020; Ebersberger & Kuckertz, 2021; Griffin & Grote, 2020; Ihnatenko et al., 2020; Kline & Rosenberg, 1986; Ramírez-Montoya et al., 2022; Tidd & Bessant, 2020). It should be noted that innovation is difficult to measure and requires inherent coordination related to technical matters and good judgment from product users with the aim of meeting the demands of various aspects such as technology and economics (Guo et al., 2021; Müller-Stewens et al., 2020; Taques et al., 2021). Lynn Jr. (1993) also explained that innovation is a transformation of the main function of the organization and a fundamental and permanent change in the organizational structure. From the two expert opinions about innovation above, a general pattern related to innovation can be drawn, namely the effectiveness of a change from the past to the present that is applied either in the process, service, or product. The Asahan Regency Government launched the Asahan One Data (ASADA) application with various technological development objectives to realize the integration of preparation, planning, implementation, evaluation, and development control. So far, data disclosure in Asahan has not been managed optimally because there is still a lot of data that has not been properly integrated. Therefore, this study will discuss ASADA application innovation based on the theory of Rogers (2014) who says that there are 5 (five) characteristics of innovation, namely, relative superiority, compatibility, complexity, testability, and observability. The data used in this study will be sourced from the results of in-depth interviews with the Asahan Regency Communication and Information Service and the study of pre-existing documents.

The research aims to present the innovation of the Asahan One Data (ASADA) application in Asahan District as a response to the Indonesian One Data policy. The research contribution is to

highlight the innovation represented by the Asahan One Data (ASADA) application in the Asahan District. This innovation is positioned as a response to the Indonesian One Data policy, suggesting that the research will discuss how the ASADA application contributes to or supports the objectives of this national policy. The contribution is likely to include an analysis of the application's features, its implementation process, and its impact on data management and governance in the Asahan District.

METHODS

This research uses the post-positivism paradigm. The data collection technique used in this study is in-depth interviews, observations, and documentation. This research used the theory of Cook, Matthews, Irwin with 5 (five) factors of innovation success, namely leadership, organizational management, risk management, human capital, and technology.

RESULTS

The ASADA application innovation is one of the updates carried out to improve administrative services in Asahan Regency. The launch of the ASADA application was carried out on October 29, 2019 which was ratified by the Regent of Asahan H. Surya, B.Sc and attended by the Head of the Communication and Information Service of Asahan Regency H. Rahmat Hidayat Siregar, S.Sos, M.Si, Secretary of the Communication and Informatics Office Drs. Nirwan, Head of IT Zulkarnain, S.E, M.Si and all OPDs and sub-districts in Asahan Regency. This ASADA application innovation aims to obtain accurate and accountable data and improve the quality of governance data in the Asahan district environment. Current conditions show that technology, data, and information are developing rapidly and helping various lines of life. The data contained in the ASADA Application can be accessed by the entire community anytime and anywhere and presented in realtime. To see the extent to which this innovation has been running, the researcher uses the theory of Cook, Matthews, and Irwin with 5 (five) success factors, namely leadership, organization management, risk management, human capital, and technology.

Leadership

The Regent of Asahan Regency plays an important role in the process of implementing ASADA application innovations in Asahan Regency. The Regent must have a sense of responsibility and the ability to innovate in order to advance Asahan Regency. In this case, the Regent of Asahan has the authority to mobilize and motivate all OPDs to create new ideas to improve the quality of community services. This motivation is what makes the IT team of the Communication and Informatics Office able to work and produce innovations in the Asahan Satu Data (ASADA) application. However, in some practices, the leadership and motivation of the Regent still have to be improved.

Management Organization

Organizational management related to the innovation of the Asahan Satu Data (ASADA) application requires good cooperation between various agencies. To create integrated innovations, in this case, each agency has a role. The Central Statistics Agency as the data coach, the Asahan Regency Communication and Informatics Office as the data guardian, the Planning Unit in the OPD as the guardian of supporting data, and all OPDs in the Asahan district government as data producers.

Risk Management

Risk measurement in the innovation of the Asahan Satu Data (ASADA) application is also very well maintained because various problems often come, one of the obstacles is the amount of data that cannot be properly integrated. In fact, there are still many topics that have 0 datasets. Then, because this application is free to access without the need to log in, there are often network problems if the number of accessors is overloaded. To anticipate this, the IT team of the Asahan Regency Communication and Informatics Office will make improvements to the system website and continue to upgrade data so that all data accessed is accurate.

Human Capital

One of the main factors that determine the success of an innovation is its human resources. The competence of employees greatly determines whether the innovation runs well or not. Employee insight and knowledge are very important to simplify the process of implementing innovation.

Unfortunately, within the Asahan district government, there are still very few employees who understand this innovation. Only a few employees at the Communication and Informatics Office have special skills who understand the work process and the running of this application. So far, the employees have no special training to learn how the Asahan Satu Data (ASADA) application works. So that in the future it is necessary to add expert human resources (HR) to handle the innovation of the Asahan Satu Data (ASADA) application.

Technology

The Asahan Satu Data Application (ASADA) is a web-based application that can be accessed anywhere and anytime in real time. Can use a computer device or mobile phone. There is no need to download and register to log in, just access by entering the keyword "ASADA" on the browser and it will appear and can be used. To access this application, an internet network is needed to stay connected.

CONCLUSION

Based on the results of the analysis of the innovation of the Asahan One Data Application (ASADA) above, it can be concluded that the implementation of the innovation of the Asahan One Data Application (ASADA) is going quite well, but there are still many shortcomings that must be addressed immediately. Firmness and responsibility in motivating the leadership to carry out this innovation still needs attention. One of the things that most affects the smooth running of this innovation is human resources. There are still a lot of employees who do not know how the Asahan Satu Data (ASADA) application works so that they are still stuck in the implementation process. And there is still a lot of data that has not been entered by the data coach. This is an obstacle that must be fixed by the Asahan Regency government.

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