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Strategies of the Wukirsari Village Government to Enhance Public Awareness of Population Document Ownership

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Abstract
Changes in population administration policies through Presidential Regulation Number 96 of 2018 have reduced the formal role of the village government in population administration services. This condition requires the village government to develop a strategy that can build public awareness about the importance of population document ownership. This study aims to analyze the strategy of the Wukirsari Village Government in building public awareness of the ownership of population documents and analyze the process and results of the implementation of the strategy. The research uses a qualitative approach with a case study design carried out in Wukirsari Village, Kapanewon Cangkringan, Sleman Regency. The research informants consist of village officials, officials of the Sleman Regency Population and Civil Registration Office, community cadres, and the purposively selected service user community. Data were collected through interviews, observations, and documentation, then analyzed using the Miles and Huberman interactive model. The results of the study show that the Wukirsari Village Government implements four main strategies, namely bringing services closer to the community, empowering community cadres, strengthening community-based public communication, and strengthening the governance of population administration services. The four strategies are carried out through proactive services and pick-up balls, mentoring by cadres, socialization through citizen forums and direct communication, as well as coordination with the Population and Civil Registration Office and the use of information technology. Field findings show that these strategies help expand access to services, increase community involvement in document management, and strengthen public understanding of the importance of ownership of population documents, especially for groups that need assistance. The findings of the study show that the change in formal authority does not eliminate the role of the village government, but encourages a shift in the function of becoming facilitators, communicators, and community empowerment in population administration services.

INTRODUCTION

Population administration is one of the important pillars in the administration of government because it is the basis for the recognition of the legal identity of each resident as well as the foundation for the implementation of various public services. The ownership of population documents, such as electronic Identity Cards (KTP-el), Family Cards (KK), birth certificates, and death certificates, not only provides legal certainty for a person's civil status, but is also the main requirement in obtaining education, health, social protection, banking, and political rights services as a citizen.[1] Therefore, increasing the ownership of population documents is an inseparable part of efforts to realize orderly population administration and effective governance.

The Government of Indonesia continues to reform population administration services through various policies aimed at improving the quality of public services.[2] One of the fundamental changes was marked by the issuance of Presidential Regulation Number 96 of 2018 concerning Requirements and Procedures for Population Registration and Civil Registration which abolished the obligation to use a letter of introduction from a village or sub-district in the management of population documents. [3] The policy is designed to simplify bureaucracy so that services become faster, easier, and more efficient. However, these changes also shift the formal role of the village or sub-district government, which was previously the main entrance for the community in obtaining population administration services.

The reduction of the administrative authority of the village government does not necessarily eliminate the community's need for the existence of the government at the local level.[4] Some people still face limitations in understanding population administration service procedures, accessing information, and utilizing digital-based services. This condition is increasingly felt by vulnerable groups, such as the elderly, people with disabilities, and low-income communities who need assistance in order to

[1] Rahmad Hidayat et al., "Increasing Public Understanding Regarding the Urgency of Population Administration in Protecting the Rights of Villagers in Watubangga District," *Indonesian Abdimas Journal* 5, no. 3 (2025): 1456–63, https://doi.org/10.34697/jai.v5i3.1543.
[2] Laode Gapri et al., "Improving the Quality of Public Services with SIAK: Population Administration Innovation in East Kolaka Regency," *JOURNAL OF MANAGEMENT AND BUSINESS* 4, no. 1 (2025): 367–87, https://doi.org/10.36490/jmdb.v4i1.1836.
[3] Safira Fildza and Munawar Noor, "Implementation of the Go Digital Policy in Population Administration Services at the Semarang City Population and Civil Registration Office," *FISIP ADMINISTRATION FOR SEMARANG* 19, no. 2 (2022): 01–18, https://doi.org/10.56444/mia.v19i2.580.
[4] Andi Mulyadi et al., "Analysis of Coordination Among Local Government Agencies in the Management and Empowerment of Street Vendors: A Case Study of Sukabumi City," *Transparency : Scientific Journal of Administrative Science* 9, no. 1 (2026): 64–76, https://doi.org/10.31334/ftegyt67.

obtain population documents in a timely manner.[5] This situation shows that the ease of regulation has not been fully followed by the ease of access to services at the community level so that the village government still has a strategic position as a facilitator, educator, and liaison between the community and the Population and Civil Registration Office.

Wukirsari Village, Cangkringan District, Sleman Regency, is one of the village governments that is able to transform this role. Although it no longer has formal authority in issuing population documents, the Wukirsari Village Government continues to develop various service strategies that are oriented towards increasing public awareness. This strategy is realized through services that are closer to the community, empowering cadres, strengthening community-based public communication, and strengthening the governance of population administration services. This approach not only aims to make it easier for people to obtain population documents, but also builds public awareness about the importance of orderly population administration as part of the fulfillment of civil rights.

A number of previous studies have shown that improving the quality of population administration services is generally studied from the perspective of the effectiveness of public services, digitization of services, bureaucratic innovation, and the quality of government apparatus services.[6] Other research also highlights the role of village governments in providing facilitation of population administration services. However, most of the research still focuses on the aspect of service delivery and has not studied much on how the village government builds community awareness through empowerment strategies after changes in population administration regulations.[7] In addition, studies on service strategies that are specifically directed at vulnerable groups are still relatively limited. These findings show that there is a research gap regarding the transformation of the role of the village government from an administrative implementer to a facilitator of community empowerment in increasing the ownership of population documents.[8]

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[5] Monalisa et al., "Digital Innovation of Public Services for Persons with Disabilities in the City of Pekanbaru," *Journal of Socio-Conception* 15, no. 1 (2025), https://ejournal.kemensos.go.id/index.php/jsk/article/view/3379.

[6] Winny Prajawati Salamor et al., "Analysis of the Performance of Population Administration Services at the Saparua District Office, Central Maluku Regency," *Takuana: Journal of Education, Science, and Humanities* 5, no. 1 (2026): 365–73, https://doi.org/10.56113/takuana.v5i1.481.

[7] Muhammad Nasir, "Implementation of Good Governance in Improving the Quality of Village Administration Services," *PAMARENDA : Public Administration and Government Journal* 4, no. 3 (2025): 468–78, https://doi.org/10.52423/pamarenda.v4i3.82.

[8] Evi Nurhay, "Integration of Sociological and Social Welfare Perspectives in Vulnerable Group Empowerment Efforts: A Comprehensive Literature Review," *Proceedings of the National Seminar on*

Based on these gaps, this study not only examines the strategy of population administration services at the village level, but also explains the change in the function of the village government after changes in population administration regulations. The novelty of the research lies in the finding that regulatory changes that reduce the formal authority of the village government do not necessarily eliminate the role of the village government in population administration, but encourage functional transformation. The village government has shifted from a position as an administrative implementer to a facilitator of service access, communicator of population information, and community empowerment. This transformation is realized through services that are closer to the community, empowerment of cadres, community-based public communication, and strengthening of coordination and service governance.

Thus, this study produces a conceptual understanding that increasing public awareness of the ownership of population documents does not only depend on simplifying administrative procedures, but also on the ability of the village government to build access, communication, assistance, and community participation. The findings of the Wukirsari Village show that the four elements are interrelated in forming an adaptive service strategy after changes in population administration policies. This perspective expands on previous studies that placed the village government or sub-district as implementers or facilitators of services, by showing that changes in authority can produce new forms of roles oriented towards community empowerment.

Based on this description, this study aims to analyze the strategy of the Wukirsari Village Government in increasing public awareness of the ownership of population documents, analyze the results of the implementation of the strategy, and identify factors that support and hinder its success. The results of the research are expected to contribute to the development of public administration studies and population administration services, as well as become a reference for the village or sub-district government in developing a more inclusive, participatory, and oriented service strategy to increase public awareness.

METHODS

This research uses a qualitative approach with a descriptive case study design. The research was carried out in Wukirsari Village, Kapanewon Cangkringan, Sleman Regency, Special Region of Yogyakarta on May 16–June 20, 2026. The research location

Education, Social Sciences, and Law (SENPISHUM) 1, no. 1 (2026), https://journal.unj.ac.id/unj/index.php/senpishum/article/view/62510.

was chosen because Wukirsari Village implements various population administration service strategies that are the focus of the research.

The research informants were selected using *purposive sampling techniques* by considering the involvement and direct experience of the informants in the implementation and utilization of population administration services. The research informants totaled seven people, consisting of one official of the Wukrirsari Village Government, one official of the Population and Civil Registration Office of Sleman Regency, two community cadres, and three residents as recipients of population administration services. The district apparatus plays a role in providing information about the implementation and management of services, officials of the Dukcapil Office provide information about the coordination and facilitation of services, cadres provide information about the process of mentoring and communication with the community, while residents provide information based on direct experience in receiving services.

Data were collected through in-depth interviews, non-participatory observations, and documentation. Interviews were conducted with informants who had direct experience related to the implementation of population administration service strategies, while observation was used to obtain an overview of service implementation and service interactions in the field. Documentation was used to complete and confirm research data through official documents, archives, activity reports, and service documentation. The use of these three techniques allowed researchers to cross-check information obtained from various sources.

The adequacy of data is determined based on the repeatability of information obtained from interviews, observations, and documentation. Data collection is stopped after information related to service strategies, role of cadres, public communication, governance, implementation results, and supporting and inhibiting factors shows a consistent pattern between sources. The validity of the data is tested through source triangulation and triangulation techniques. Data analysis is carried out interactively through the stages of data reduction, data presentation, and conclusion drawing as per the Miles and Huberman analysis model.

RESULTS AND DISCUSSION

Results

The research found that the Wukirsari Village Government implemented four main strategies in increasing public awareness of the ownership of population documents, namely bringing services closer to the community, empowering community cadres, strengthening community-based public communication, and strengthening the

governance of population administration services. The four strategies do not stand alone, but are interrelated in expanding access to services, helping the community overcome administrative barriers, disseminating information, and maintaining the sustainability of the service process.

1. Bringing Services Closer to the Community

The first strategy is carried out by organizing population administration services at the village level through proactive services, collective services, and pick-up *services* with the Population and Civil Registration Office of Sleman Regency. This pattern is aimed at reducing barriers to distance, time, and people's ability to access services.

Field evidence shows that the strategy is really applied in daily services. Service data shows that there is a facilitation of electronic ID card recording through a *pick-up service* for vulnerable groups such as the elderly, people with disabilities, and ODGJ. In addition, the community can apply through the village and get cadre assistance without always having to come directly to the Dukcapil Office.

These findings were strengthened by the experience of residents. LW said that services in the sub-district were easier because the location was closer and the process was faster, while the Decree stated that the services in the sub-district made the community not need to take care of the entire process independently to the Dukcapil or Kapanewon Office.

From the organizer's side, SA as the Head of the Dafduk Dukcapil Office of Sleman Regency also confirmed that Wukirsari Village is actively facilitating population administration services and is able to help reach the community more widely. Thus, observational evidence, service data, and informant experience show that the service approach at the village level is a concrete mechanism to bring services closer to the community.

2. Community Cadre Empowerment

The second strategy is carried out through the involvement of cadres as a liaison between the village government and the community. Cadres not only function as conveyors of information, but also help the community prepare requirements, collect files, assist in the management process, and monitor service developments.

Interview evidence shows that this role is carried out directly. Purwanto (PW) explained that the duties of cadres include socializing service information, assisting residents in preparing and managing files, and being a liaison between the community and village officers. He also explained that cadres check files, assist in document management, and convey service developments to residents.

The findings were strengthened by Sutarja (ST), who explained that cadres help with socialization, assist residents in preparing and managing files, and facilitate the needs of residents to the village government. In practice, assistance is also carried out for vulnerable groups and families who experience population events.

The experience of residents shows that this function is felt in real terms. LW, SH, and SK both said that the assistance of cadres made the process of managing documents easier because the community received assistance when experiencing administrative difficulties.

Thus, cadre empowerment is a strategy that brings together the government service system with the real conditions of the community, especially residents who need help in understanding administrative requirements and procedures.

3. Strengthening Community-Based Public Communication

The third strategy is carried out through the dissemination of information using various communication channels that are close to people's lives. The village government utilizes citizen meetings, coordination through hamlets and RTs, community cadres, social media, WhatsApp groups, and other information media. This strategy is used not only to convey service requirements, but also to build public understanding of the importance of population documents.

Field evidence shows that communication is carried out through formal and informal channels. Sutarja explained that population administration information is conveyed through formal and informal meetings, hamlet bulletin boards, and hamlet WhatsApp groups. Coordination with the village government is also carried out regularly and can be done through communication media when there is an urgent need.

From the community's side, LW obtains population administration information through socialization of the village government, hamlets, cadres, social media, and WhatsApp groups. This shows that service communication does not only take place in the village office, but also follows the communication space used by the community on a daily basis.

These findings show that public communication functions as a service support mechanism as well as a means of building public understanding of when documents must be taken care of, the requirements required, and the importance of reporting population events.

4. Strengthening Governance of Population Administration Services

The fourth strategy is related to strengthening the internal service mechanism through the division of duties, service standards, coordination with the Dukcapil Office, the use of information technology, and increasing the capacity of the apparatus. This governance

is needed so that the strategy to bring services closer, cadre empowerment, and public communication can run consistently.

Field evidence can be seen from the division of tasks and work mechanisms of service officers. In Wukirsari Village, services are coordinated by the Head of Administrative Affairs with the support of three service officers. The officers are equipped with the ability to handle a series of service processes so that they can replace each other when needed.

In addition, RM explained that the files to be sent to the Dukcapil Office must be ensured to be complete and the incoming application is sought to be completed on the same day at the village level, except when there is a network or application disruption. The statement shows that there is a work mechanism directed at the accuracy and speed of service.

Governance is also strengthened through coordination with the Dukcapil Office. In the triangulation matrix, SA assesses that the village government plays a role in receiving and verifying files and coordinating services so that the document issuance process can run more effectively.

5. Synthesis of Results

Based on these four strategies, the findings of the study show that increasing public awareness in Wukirsari Village is built through interconnected service chains. The first approach is to reduce access barriers; empower cadres to provide direct assistance; public communication ensures that information reaches the community; while governance maintains that all service mechanisms can run in a coordinated manner.

Discussion

The findings of the study show that the strategy of the Wukirsari Village Government in increasing public awareness of the ownership of population documents is a form of transformation of the role of the village government after changes in population administration policies. Changes in regulations that reduce the formal authority of the village do not eliminate the community's need for services at the local level. On the contrary, these conditions encourage the village government to develop a service mechanism that emphasizes ease of access, assistance, communication, and coordination. Thus, the role of the village government shifts from an administrative implementer to a facilitator who helps the community connect their administrative needs with the service system of the Population and Civil Registration Office. These findings are in line with research that shows that changes in digital-based population administration services and

service policies not only demand simplification of procedures, but also the ability of local governments to facilitate the community.[9]

The strategy to bring services closer to the community works through mechanisms to reduce barriers to distance, time, mobility, and procedures. Proactive services, collective services, and *pick-ups* make the community not completely dependent on the ability to come to the Population and Civil Registration Office alone. This mechanism is important, especially for vulnerable groups who have limited mobility or need assistance in the service process.

Field findings show that this approach is realized through the facilitation of services at the village level and pick-up *activities* for groups such as the elderly, people with disabilities, and ODGJ. Residents also have the opportunity to apply through the village and get assistance in the management process. Thus, the proximity of services not only moves the service location closer, but also changes the conditions of community access from having to find and visit services to more active services closer to the needs of residents.

These changes have implications for the administrative behavior of the community. When distance and procedural barriers are reduced, it becomes easier for people to take action when they need population documents. In this context, *proximity service* not only serves as a strategy to improve the quality of services, but also as an instrument to encourage people to be more responsive to their population administration needs. These findings reinforce the view that the effectiveness of public services is not only determined by the simplification of regulations, but also by the ability of providers to provide services that are in accordance with the conditions and characteristics of the community. [10]

Cadre empowerment shows a different mechanism than just delivering information. Cadres function as a link between the government service system and the real conditions of the community. This role allows information about service requirements and procedures to be translated into more concrete assistance for residents. Cadres help check the completeness of files, accompany the management process, convey service developments, and connect the community with village officers when there are problems.

This mechanism is important because administrative awareness is not always formed just because the community obtains information. The community also needs to know

[9] Khanaya Aulia Putri and Nina Oktarina, "Implementation of Digital-Based Population Administration at the Kalisegoro Village Office," *PUBLICNESS: Journal of Public Administration Studies* 5, no. 1 (2026): 49–58, https://doi.org/10.24036/publicness.v5i1.361.
[10] Addien and Supardal, "The Role of Orderly Community Cadres in the Implementation of the Indonesian Movement Aware of Population Administration at the Wirobrajan Ministry of Tourism in Yogyakarta City."

what to do, what documents to prepare, where the documents are delivered, and how to solve the obstacles that arise. In this position, cadres reduce information gaps as well as procedural obstacles that can cause people to delay or not complete document processing. The results of the study show that PW and ST carry out socialization and mentoring functions, while the experience of residents shows that the existence of cadres makes the management process easier when the community experiences administrative difficulties.

Thus, cadre empowerment results in changes not only in access to services, but also in the capacity of the community to take administrative action. The community is not placed solely as a recipient of services, but receives support from elements of the community who understand the local context. These findings show that a participatory approach can strengthen the function of the village government as a community empowerment, as shown in the study on the role of community cadres in the population administration awareness movement. [11]

Strengthening community-based public communication works through the dissemination of information using channels that have become part of the community's social life. The village government utilizes meetings of residents, hamlets, RTs, cadres, social media, and WhatsApp groups. This pattern makes service information not only dependent on communication that takes place at the village office, but also moves through community social networks.

This mechanism is important because population administration information has a practical nature. It is not enough for the public to know that population documents are important, but also to understand when documents should be taken care of, what requirements are needed, and what actions should be taken when a population event occurs. Therefore, public communication serves as an educational process that connects information with administrative actions.

The findings on ST show that information is conveyed through formal and informal forums, hamlet bulletin boards, and WhatsApp groups. Meanwhile, LW obtained information through socialization of the village government, hamlets, cadres, social media, and WhatsApp. This pattern shows that public communication takes place in layers and allows information to be received by the public through different channels.

[11] Fuad Uli Addien and Supardal Supardal, "The Role of Orderly Community Cadres in the Implementation of the Indonesian Movement Aware of Population Administration in the Wirobrajan Ministry of Tourism in Yogyakarta City," *Journal of Indonesian Rural and Regional Government* 9, no. 1 (2025): 108–19, https://doi.org/10.47431/jirreg.v9i1.631.

The implication is that public communication not only serves to increase knowledge, but also builds people's readiness to respond to population administration needs. With communication taking place repeatedly through the social space of the community, administrative awareness has the potential to develop into a habit of reporting population events and taking care of necessary documents. These findings reinforce the view that population administration awareness needs to be built through a continuous educational process, not solely through administrative obligations.[12]

Strengthening governance is a mechanism that ensures that the previous three strategies can run consistently. The division of duties of officers, checking the completeness of documents, coordination with the Dukcapil Office, the use of information technology, and increasing the capacity of apparatus form a work structure that supports the continuity of services. Thus, governance is not only related to the internal arrangements of the village government, but has direct consequences on the experience of the community when using services.

In Wukirsari Village, services are coordinated by the Head of Administrative Affairs with the support of three officers who have the ability to handle a series of service processes so that they can replace each other. In addition, there is a mechanism to check the completeness of the file before the documents are sent to the Dukcapil Office. The officers also strive so that incoming applications can be completed on the same day at the district level, except when there is a network or application disruption. This mechanism shows that governance is built to reduce administrative errors and provide certainty to the service process.

This mechanism affects community behavior because the certainty of procedures reduces uncertainty about what residents must do in taking care of documents. When requirements are checked from the beginning and coordination with Dukcapil runs, the possibility of the community experiencing process repetition can be reduced. Thus, governance becomes an institutional foundation that transforms service strategies from just individual initiatives to more organized service mechanisms. These findings are in line with research on strengthening the institutional capacity of public services which places the capacity of apparatus and institutional management as important elements in supporting responsive services.[13]

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[12] Sri Nurnaningsih Rachman and Melki T. Tunggati, "Community Service in Encouraging Transparent and Accountable Village Public Services," *Journal of Community Service (J-PMas)* 4, no. 3 (2025): 103–11, https://doi.org/10.37606/j-pmas.v4i3.392.

[13] Budi Aziz and Mohamad Firdaus, "Strengthening the Institutional Capacity of the District in Improving Human Resources for Public Services in Rambutan-Banyuasin District," *Public Service and Governance Journal* 6, no. 1 (2025): 336–50, https://doi.org/10.56444/psgj.v6i1.2932.

When viewed as a whole, the four strategies form a chain of complementary service mechanisms, rather than four stand-alone strategies. Bringing services closer first reduces access barriers. Once access becomes easier, cadres provide assistance to reduce information gaps and procedural barriers. Public communication expands the dissemination of information and helps the community understand their administrative needs, while governance ensures that the entire process can run in a coordinated manner. This relationship pattern is in line with the results of research that shows that the four strategies in Wukirsari are interrelated in expanding access, providing assistance, disseminating information, and maintaining service sustainability. [14]

With this mechanism, changes in public awareness cannot be understood only as a result of increasing information about population documents. Awareness is formed through a process that connects knowledge with ease of access and the ability to act. The community obtains information about the importance of documents, gets help when facing obstacles, has closer access to services, and obtains certainty about the procedures that must be taken. Therefore, the main contribution of the Wukirsari Village Government's strategy lies in its ability to build a service ecosystem that makes the community better able to respond to the needs of its population administration.

These findings reinforce the results of previous research that showed the importance of an accessible service approach, the role of cadres, public communication, and institutional capacity in population administration services. However, this study provides additional emphasis that changes in formal authority do not always end in a reduction in the role of the village government. In the case of Wukirsari, these changes actually encourage a transformation of functions towards access facilitators, information communicators, and community empowerment. Thus, the village government does not replace the authority of the Dukcapil Office, but builds a local mechanism that helps the community connect with the population administration service system.

CONCLUSION

This study shows that increasing public awareness of the ownership of population documents in Wukirsari Village is not only determined by the existence of service procedures, but also by the ability of the village government to build service mechanisms that connect access, assistance, communication, and governance. These four elements form an interrelated process: ease of access reduces service barriers, cadre assistance

[14] Annisa Salsa Billa Putri, "Innovation of Population Administration Ball Pick-up Service (Adminduk) through the RW Center in Bongkaran Village," *Scientific Journal of Education* 9, no. 18 (2023): 83–89, https://doi.org/10.5281/zenodo.8310382.

helps the community overcome information and procedural gaps, public communication strengthens understanding, while governance provides certainty and sustainability of the service process. Thus, the change in the formal authority of the village government does not eliminate its role in population administration, but encourages a change in function to become an access facilitator, communicator, and community empowerment.

Conceptually, this study provides an understanding that the strategy of increasing population administration awareness at the village level can be understood as a service-based empowerment mechanism, not solely as an information delivery or administrative facilitation activity. Community awareness is formed when knowledge of population documents is supported by ease of access, assistance in dealing with procedural obstacles, and certainty of the service process. These findings broaden the understanding of the role of the village government after regulatory changes, from a position that was previously closer to the administrative implementer to a role oriented towards facilitation, communication, and community empowerment.

Practically, the findings of the study imply that the sub-district government needs to maintain services that are close to the community, strengthen the capacity and coordination of cadres, use communication channels that are in accordance with the characteristics of the community, and maintain coordination with the Population and Civil Registration Office. Special attention is also needed to groups that experience mobility barriers, limited information, and limitations in using digital services. For the Population and Civil Registration Office, the pattern of coordination with the sub-district government and cadres can be part of strengthening the reach of services at the community level.

This study has limitations because it uses a qualitative approach with a case study design and was conducted in one sub-district, namely Wukirsari District. The research informants are also limited to sub-district officials, Dukcapil Office officials, community cadres, and service users. Therefore, the findings of the study are more representative of the process and mechanism of service strategies in the context of Wukirsari and are not intended to be statistically generalized to all sub-districts. Further research can examine similar strategies in several sub-districts with different regional and community characteristics and combine a qualitative approach with quantitative data on changes in document ownership, community participation, or utilization of population administration services.

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