Public Service Innovation through the E-Dayoh Application (Digital Guestbook) in Kanigoro District, Blitar Regency

(Study of Implementation of Government Innovation Policy Based on Government Regulation (PP) Number 38 of 2017 concerning Regional Innovation)

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ABSTRACT

This paper discusses the implementation of public service innovation through the E-Dayoh application as a digital guest book in Kanigoro District, Blitar Regency. This research aims to utilize the impact of implementing E-Dayoh on the effectiveness and efficiency of public services and to produce government innovation policies regulated in Government Regulation Number 38 of 2017 concerning Regional Innovation.

The method used in this research is a qualitative approach with data collection techniques through interviews, observation and documentation studies. The informants for this research are local government officials, public service officers, and service users. The data obtained was analyzed using the interactive analysis technique Milles, Huberman and Saldhana to identify the main focus related to public service innovation.

The research results show that the implementation of E-Dayoh makes it easier for the public to access services, speeds up the administration process, and increases the transparency of guest data management. However, there are challenges in terms of disseminating the application to the public as well as the need for training for officers in utilizing technological information. Apart from that, the success of the innovation in using the Digital Guest Book is supported by the commitment of the Kanigoro District government and the active participation of residents in using e-dayoh. Thus, the application of E-Dayoh innovation in public services is a response to the growing needs of society.

This research can be a reference for further policy making and encourage other innovations in the context of public services in other regions. Apart from that, these findings also provide recommendations for application development by involving all stakeholders to maximize the positive impact of this innovation.

Keywords: Digital Guest Book, E-Dayoh Application, Innovation, Public Services.

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1. INTRODUCTION

According to Said (2007, p. 27), innovation is defined as a planned change by introducing technology and the use of new equipment within the agency. According to Hamel (in Ancok Djamaluddin, 2012:34), innovation is interpreted as a shift from traditional management principles, processes and practices or a shift from old organizational forms and has a significant influence on the way a management is run. Thus, innovation has a broader meaning that includes utilizing new ideas, creating products, processes and services (Susanto, 2010: 158). This indicates a change in organizational implementation practices, partly due to technological intervention in public services. So that innovation can find relevant applications in the public sector to find new solutions to old unresolved problems (Muluk Khairu, 2008: 43).

The above opinion refers to the demand for government agencies, both central and regional, to immediately innovate and develop new methods and resources in the process of providing public services. Primarily to overcome the problem of resource scarcity and budget limitations. So innovation in the context of government is the key to encouraging transformation and improving the quality of public services. This is expressed by the implementation of an Electronic Based Government System (SPBE) which not only uses technological applications, but also includes

changes in procedures, policies, strategies and public service approaches. In other words, comprehensive public service innovation covers various aspects to improve the quality and accessibility of public services, not just limited to the use of applications.

Realizing this, the government is making integrated efforts by holding a Public Service Innovation Competition (KIPP) which emphasizes the One Agency One Innovation movement or one agency one innovation, where the government requires every agency and Regional Apparatus Organization (OPD) to make at least one innovation every year . The One Agency One Innovation movement is not only an obligation to create at least one public service innovation for each Ministry/Institution and Regional Government, but must be able to multiply both in terms of the number and quality of public services and arrange them in a well-planned and neat agenda.

Kanigoro District, Blitar Regency is one of the government agencies that directly deals with services to the community. One of the problems faced is the recording and inventory of guests which is still done manually so that people often forget to record them or the records are incomplete. To overcome this problem, Kanigoro District uses the E-Dayoh application as a digital guest book by utilizing information technology. E-Dayoh offers convenience in recording visitor data, managing information, and speed in the service process.

1.1 Literatur Review
1.1.1. Public Policy

Friedrich (in Wahab, 2004: 3) said that policy is an action that leads to goals proposed by a person, group or government in a certain environment in connection with certain obstacles while looking for opportunities to achieve goals or realize the desired targets. . The term policy is often used interchangeably with other terms such as goals, programs, decisions, laws, provisions, proposals and grand plans.

According to Keban (2004:55), Public Policy can be seen from the concept:

1) As a philosophical concept, policy is a series of principles or desired conditions
2) As a product, policy is seen as a series of conclusions or recommendations
3) As a process, policy is seen as a way in which an organization can know what is expected of it, namely programs and mechanisms in achieving its products, and
4) As a framework, policy is a process of bargaining and negotiation to formulate issues and methods of implementation

2. THEORY OF PUBLIC POLICY IMPLEMENTATION

According to the Big Indonesian Dictionary, the term implementation means implementation or implementation (KBBI, 2001) which is usually associated with an activity carried out to achieve a certain goal. Then Suharno (2008:187) said that the implementation of public policy is the government's effort to carry out one of its main tasks, namely providing public services to the community. Meanwhile, Thomas R. Dye, said that public policy is whatever the government decides to do or not do something. "Anything" in question can be regulations (in various hierarchies), including their translation into various operational instructions, program and activity plans, actors/performers and target groups (Sadhana, 2011: 169). In other words, policy implementation is the implementation of policies; and/or implementation of development or implementation of development programs.

In implementing a policy, there are many models used, such as the Implementation Model according to George C. Edwads III, the Donald Van Meter and Carel Van Horn Model, the Merilee S. Grindle Model. However, to study public service innovation through the E-Dayoh application, the main theory that is relevant is the model put forward by George C. Edwards III that there are four variables in public policy, namely Communication, Resources, Disposition/Attitude (dispositions or attitudes) and bureaucratic structure. The four factors above must be implemented simultaneously because they have a close relationship with each other.
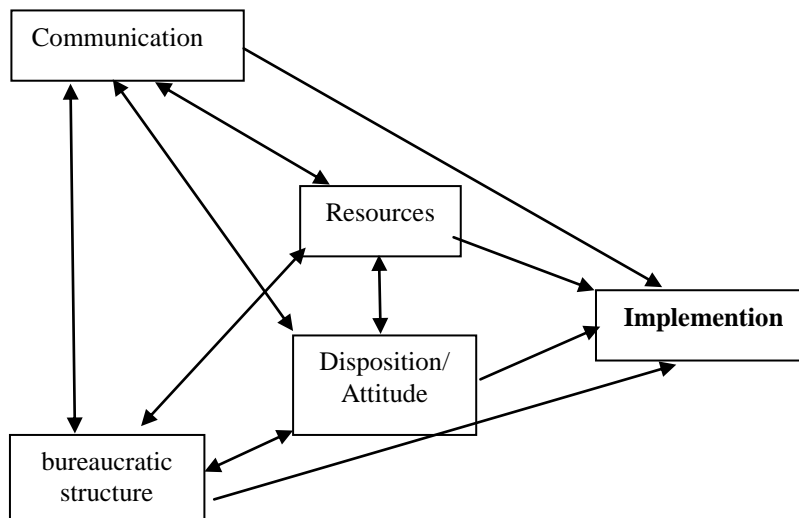
Figure 1. Model of Relationship between Edward III Policy Implementation Variables
Source: Processed based on the thoughts of Edward III (1980: 148)

3. PUBLIC SERVICE INNOVATION

In essence, government administration is aimed at realizing the function of public service. There are also those who say that the main product of government administration is public services. It needs to be understood that government is not created to serve oneself but to serve society and create conditions that enable every member of society to develop their abilities and creativity in order to achieve common goals (Rasyid, 1998: 139).

According to Rogers (in Sholahuddin, 2017), innovation refers to ideas or practices that originate from individuals or communities. The way individuals, communities and society in general understand innovation can vary. Muluk, 2008 in (Fitriana, 2014) said that innovation means changing something until it becomes something new. Then Agus Dwiyanto stated in detail that there are several types of public service innovation, divided into 4 types, namely (Soraya & Astuti, 2019):

1) Policy Innovation: Changes in service delivery through changes that are expected to be even better.
2) Innovation in Process: This means changes in service management in order to provide better service than before.
3) System Innovation: This means that there is increased utilization and use of information technology in public services.
4) Conceptual Innovation: Shifting concepts or paradigms, for example bureaucrats are no longer rulers but public servants.

Government policies to support innovation activities are also absolutely necessary (World Bank, 2010 in Firdausy, 2013). The ability of local governments to innovate, especially government innovation, is part of the ability to utilize potential resources supported by bureaucratic creativity (Sururi, 2013). The pattern of policy synergy in terms of concept formulation, implementation and evaluation between the central and regional governments is an inseparable part. One concrete form of synergy is by overhauling regulations that are considered obstacles (Sayekti, 2016) so that there is a need for public service innovation, including service innovation, process innovation, system innovation and conceptual innovation (Mulgan, G & Albury, D. 2003).

4. E-GOVERNMENT, SMART CITY AND E-DAYOH CONCEPTS

a. E-Government

Information technology is a tool for communicating and increasing knowledge, including the need to facilitate service administration work in government. The e-Government concept refers to the use of Information and Communication Technology (ICT) to increase efficiency, transparency and participation in government administration. This concept involves the use of the internet, mobile applications and other digital systems to provide public services, manage data and facilitate interaction between government and society. In simple terms,

e-government can be interpreted as the use of ICT (Information and Communication Technology) in organizational affairs (government and non-government).

However, if we examine it further, the concept of e-government is not that simple, especially in the realm of academic studies. Because e-government not only deals with issues of cost efficiency and technological sophistication but is also closely related to the realization of values that reflect good governance such as transparency, openness, policy accuracy, improving the quality of public services and increasing community participation (Gil-Garcia , 2012). Because e-government is an inseparable part of Good Governance which aims to create transparent, accountable, effective government and pay attention to aspects of equality (United Nations, 2008b). The implementation of e-government is able to encourage the government to achieve the goals of Good Governance.

This is based on technological developments and socio-economic developments in modern society which force a government to be adaptive and innovative in carrying out the government tasks it carries out. The government processes carried out are mainly related to information openness and transparent communication between the government, society and the private sector. In this case, the use of internet technology can be a vehicle for accelerating the exchange of information, providing service facilities and transaction activities with citizens (Government to Civil/G2C), business people (Government to Business/G2B) and with the government (Government to Government/ G2G).

b. Smart City

The Smart City concept refers to the use of technology and innovation to improve the quality of life, efficiency and sustainability in cities. This concept involves the integration of information, communications and sensor technologies to manage infrastructure, transportation, energy, the environment and other public services. Smart City or smart city is a concept for developing a city by applying and implementing technology in an innovative, effective and efficient manner by connecting physical, economic and social infrastructure in an area so as to improve services and create a better quality of life. Smart city is a city area that has integrated information and communication technology into daily governance with the aim of realizing efficiency, improving public services, and increasing the comfort and welfare of its citizens.

Smart city is a good performance for a city, which is supported by a smart combination of all activities, studies, discoveries and awareness of the city's people. Smart cities are expected to be able to have a positive impact on government, social life, transportation, quality of life, healthy competition in all fields by utilizing information and communication technology. According to Cohen (2014), a smart city is a city that uses (Information and Communication Technology/ICT) intelligently and efficiently in using various resources, resulting in cost and energy savings, improving services and quality of life, and reducing environmental footprints, all of which support into innovation and an environmentally friendly economy.

c. E-Dayoh

The word E-Dayoh is taken from the song or tembang "Ee Dayohe Teko", which is a song that is usually sung in traditional games typical of the Javanese people. The essence of this song gives a message to society to always be sincere and ready to make the right decision about any problems they face.

Philosophical Meaning of Dolanan's Song "*Ee, Dayohe Teka*": *Ee dayohe teka* (Ee the guest has come) contains the meaning that the sub-district will face a problem. It is likened to guests or *dayoh* as the source of the problem. What is meant is that when a sub-district faces problems, the sub-district must be ready and accept what happens. If a problem arrives, the sub-district must be ready to accept and do whatever is necessary to fix the problem. sub-districts must not be indifferent when problems arise. In relation to the problems faced, the sub-district must do its best to deal with these problems.

Thus, the Kanigoro District Government strives to always be ready to face community problems and needs (public affairs and public needs) by using various methods/strategies and approaches and a service atmosphere that provides comfort and satisfaction for guests (the community). *E-Dayoh* is a tool for recording visitor data and knowing the statistical level of visitors to Kanigoro sub-district. *E-Dayoh* is a switch from a manual guest book to a digital application that makes it easier for the Head of the Public Services Section to describe, analyze and

identify, and can make changes (updates) to data quickly when needed. So it is easier to find out the number and level of visitors in Kanigoro sub-district, Blitar Regency.

In detail, E-Dayoh has functions including:

a) Know the data on the number of guests visiting.

b) Get to know guest data more closely such as name, address, etc.

c) Knowing the purpose of visitors to the sub-district.

d) Know the development of sub-district visitors every month and every year.

5. RESEARCH METHODS

5.1 Research Approach

In this research, descriptive research is used because the researcher only aims to describe, describe and systematically explain the characteristics of a phenomenon being studied. Descriptive research (descriptive research) is a research method aimed at describing existing phenomena, which are taking place at present or in the past (Moleong, 2011: 14). Using this method, researchers will describe Public Service Innovation through the E-Dayoh application in Kanigoro District, Blitar Regency.

The scope of this research is Public Service Innovation, especially the implementation of e-dayoh/Digital Guest Book in public services. The aspects of the study include four variables of public policy implementation, namely: communication, resources, disposition or attitude of implementers and bureaucratic structure, as well as supporting and inhibiting factors in implementing digital guest books in Kanigoro District, Blitar Regency.

■ **Research Location**

The location of this research is the Kanigoro District Office. Because Kanigoro District has a very adequate internet network and is supported by computer equipment, it is also the first Regional Apparatus Organization to implement the E-Dayoh application in public services so that it can improve information services towards a Smart City.

• **Data Collection and Data Analysis Techniques**

The data analysis technique in this research uses interactive analysis techniques developed by Milles and Huberman in Sugiyono (2014: 244), namely data condensation, data display, and conclusion drawing / verification.

To obtain data validity (Lincoln and Guba: 1985:301-308) refers to four criteria, namely (1) credibility (degree of trust) which includes allocating sufficient time in the field, carrying out triangulation to strengthen references and checking research findings; (2) transferability which includes using adequate samples, constantly comparing power, looking for empirical events regarding similar contexts; (3) Dependability through examination of field data; (4) Confirmabiliy (certainty) through data collection, ethical-emic confirmation, discussions with research subjects, paying attention to research ethics and re-checking research results.
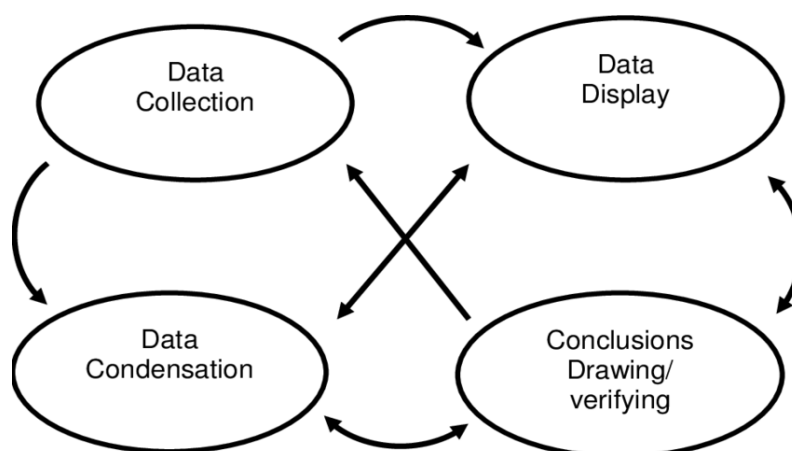
Figure 2: Data Analysis of Miles and Huberman's Interactive Model
Source: Miles and Huberman, and Saldana, 2014

6. RESULTS AND DISCUSSION

1. Profile of Kanigoro District, Blitar Regency, Indonesia

Kanigoro District is the capital of Blitar Regency, East Java Province, and is the largest sub-district in Blitar. Etymologically, the name "Kanigoro" comes from the Javanese word, namely "Kani" (meaning 'can' or able) which can be interpreted as "able" or "capable", and "Goro" (meaning "service"). So the name Kanigoro can be interpreted as a place that is able to serve. Administratively, Kanigoro District is divided into 38 Hamlets, 118 Neighborhood Units (RW) and 401 Neighborhood Units/RT (BPS - Blitar Regency in Figures 2024). This sub-district borders directly on Blitar City. Kanigoro District with an area of 55.55 Km2 is divided into 12 villages/sub-districts. Sawentar Village is the largest village, namely 19.40 Km2. Kanigoro District has 10 villages and 2 sub-districts with a total population of Kanigoro District reaching 80,697 people, consisting of 40,382 men and 40,315 women.

2. Implementasi Inovasi E-Dayoh dalam pelayanan publik di Kecamatan Kanigoro Kabupaten Blitar

The analysis and discussion of this research refers to indicators of public policy implementation according to George Edward III, namely: communication, resources, disposition or attitude of implementers and bureaucratic structure. Apart from that, it also discusses supporting and inhibiting factors in implementing e-Dayoh innovation in public services in Kanigoro District.

a. Communication

Communication shows a reciprocal relationship between information givers, namely regional innovation policy implementers, and information recipients, namely people who need services at the Kanigoro District Office, Blitar Regency. According to George Edward III, communication includes three aspects, namely transmission, clarity and consistency. In this research, these three aspects can be described as follows:

1) Transmission: distribution of policy content regarding regional innovation to both implementers and the public in order to gain understanding. The transmission process is carried out through socialization of the implementation of E-Dayoh in stages by the implementor, namely the Kanigoro District Apparatus, who carries out intensive socialization to villages and sub-districts to be forwarded through the RW and RT Heads to the community continuously via online media (SMS, WA, Instagram, Facebook and media other social).

2) Clarity: Clarity of communication by policy implementers

E-Dayoh is an innovation that needs to be fully supported to improve the quality of public services. Therefore, clarity of e-Dayoh information is very important so that there is no misinterpretation. To make it easier for the public to use e-dayoh, a Standard Operational Procedure (SOP) for the use of the Digital Guest Book has been created, improvements in the systematization of the service process, as well as more intensive outreach so that all levels of society can take advantage of the existing features.

3) Consistency: This means that instructions in implementing a policy must be consistent and clear to be implemented. Consistency of policy orders makes all actions more focused. Statements, assessments, comments, as well as suggestions and criticism from various parties show a commitment to the implementation of E-Dayoh in Kanigoro District by considering various aspects in George C. Edwards III's policy implementation model. Although many positive things have been identified, there are still challenges, especially in terms of communication, that need to be considered to improve the implementation of E-Dayoh in public services.

Studies on communication aspects based on observations and interviews show that the E-Dayoh application is able to provide innovation in public services, but there are still challenges that need to be overcome. Therefore, there is a need for better communication, improving technological infrastructure, and strengthening user commitment to improve service quality. Analysis of the implementation of e-Dayoh innovation strengthens George Charles Edwards III's opinion that communication has an important role in determining the success of public policy in its implementation. Communication is an activity that results in other people interpreting an idea, especially what is intended by the speaker or writer through the usual system, either with symbols, signals or behavior. Communication is needed so that implementers are more consistent in implementing every policy in society.

b. Resource

George Edward III (in Tangkilisan, 2003:55-88), said that resource implementation includes human resources, budget and facilities. In other words, resources in the implementation policy include the number of staff, membership of implementers, relevant and sufficient information, authority, and supporting facilities to carry out activities/programs such as funds and infrastructure for implementing the e-Dayoh policy in Kanigoro District. .

Apparatus/employees or human resources are important resources in implementing public policies. To carry out the main tasks and functions, Kanigoro District is supported by adequate human resources of 18 people by 2024 consisting of 12 State Civil Servants (67%) and 6 Freelance Daily Workers (33%). The availability of human resources in quantity is also supported by the quality of implementers who have competence in implementing the E-Dayoh policy. According to George Charles Edwards III, reliable human resources are implementers with numbers and abilities appropriate to their work.

In connection with the clarity of the information found, the Head of the Public Services section can understand and provide the necessary explanations about e-Dayoh, and also prepare a proposal which is one of the completeness of the Regional Innovation proposal. The clarity of this information helps guests/the public and other agencies to use the E-Dayoh application.

Other resources that help implement this digital guest book are supporting facilities, information systems and smartphone/tablet technology, gadgets/cellphones which are software and E-Sukma belonging to East Java Province to monitor Community Satisfaction Surveys (SKM) and Satisfaction Index Community (IKM) in the region. Another supporting facility is a stable internet network to be able to access all menus on E-Dayoh. All these facilities mutually support the implementation of Government Regulations in the Regional Innovation process.

c. Disposition/attitude

The next indicator that supports the success of policy implementation is Disposition. The division of tasks has been carried out in accordance with the role of each implementer, namely the sub-district head, sub-district secretary, head of the public service section in providing services to the community. Likewise, the people/users of the e-Dayoh application feel very helped by this application. This is supported by the attitude of Kanigoro sub-district officials who patiently and painstakingly provide explanations and instructions for the community in using e-dayoh.

It can be said that the implementation of E-Dayoh was greeted with a very good response. Because with E-Dayoh, guest visit data is more systematic and accurate, effective and systematic. To support the implementation of E-Dayoh, implementers have taken actions in accordance with their duties and authority. Such as Head of Yanblik Section and other employees who help record data on guest visits who come to the District. However, not all sub-district employees and guests understand in detail the E-Dayoh implementation guidelines (manual book). It can be seen from several empty menus that are not filled with data. This is due to confusion or data not being brought, such as assignment orders/SPTs and visitor/guest cellphone numbers.

Thus, the attitude and commitment of the implementer towards the policy or program that must be implemented is very important. Because every policy requires implementers who have a strong desire and high commitment to be able to achieve the expected policy goals.

d. Bureaucratic structure

The fourth indicator is the bureaucratic structure. The bureaucratic structure describes the division of authority, relationships between organizational units and so on. There are two important aspects in the bureaucratic structure, namely (1) mechanisms or standard implementation procedures (standard operating procedures or SOPs), and (2) fragmentation. Standard operational procedures (SOP) are a development of internal demands for certainty of time, resources and the need for uniformity in complex and extensive work organizations. And fragmentation is the distribution of responsibility for a policy to several different bodies so that it requires coordination (Winarno, 2005: 150)

The bureaucratic structure is also supported by coordination carried out by implementers. This is to avoid misunderstandings in interpreting and carrying out their duties. Coordination is carried out either through WhatsApp groups or meetings in sub-districts/villages/kelurahan. Coordination between sub-districts and related

stakeholders is also going well. Bappedalitbang as the regional authority also coordinates to ensure that the E-Dayoh innovation is implemented properly in accordance with the integrated public service priorities stated in the objectives of the strategic plan (renstra) and work plan (renja).

With a clear, systematic and uncomplicated bureaucratic structure, it can support the successful implementation of Government Regulation Number 38 of 2017. The division of tasks for implementers has been stated in the District Head's Decree Number: B/180.06/79/409.31/KPTS/2023 dated 29 December 2023 concerning the Composition of the Membership Team for Implementing the Digital Guest Book Application (E-Dayoh) in 2023. However, the job descriptions listed are not yet detailed. and is only general in nature, even though in its implementation, each implementer has carried out their duties according to their role and authority.

2. Supporting Factors and Inhibiting Factors for Implementing E-Dayoh in public services, based on Government Regulation (PP) Number 38 of 2017 concerning Regional Innovation in Kanigoro District, Blitar Regency.

Paying close attention to the discussion of research data obtained through interviews, observations and documents, it was found that the implementation of public service innovation policies requires the readiness of the implementer and the community as the target. It was also found that there are a number of factors that support policy implementation, and there are also factors that hinder it, both from internal implementers and external ones.

1) Supporting Factors

The supporting factor for implementing public service innovation policies in Kanigoro District is the Regional Government which provides adequate support. Decision-making policies from authorized leaders are to progress further in improving service quality and providing satisfaction to the public by optimizing the data base. Positive community support for accelerating the process of public administration services. The strategy that has been carried out by Kanigoro District in an effort to optimize and improve the quality of services. This E-Dayoh public service innovation is the use of fiber optic network construction which is being implemented by the regional government to increase the speed of access to online services, Optimizing the function of the public dialogue menu, establishing cooperation with other parties. private sector in providing Information Technology (IT) personnel for system repair and maintenance.

So, the factors that support the implementation of E-Dayoh public service innovation in Kanigoro District include:

1. Internal factors, namely:
a) Leadership commitment in carrying out their duties and functions in accordance with the District Head's Decree
b) The existence of e-Dayoh implementing apparatus in Kanigoro District
c) Human Resources (HR) Competence of Service Officers
d) Availability of facilities and infrastructure that support the implementation of e-dayoh.

2. External factors, namely:
a) The existence of a central government policy that mandates the establishment of a "one database system" and a one map policy
b) Regional government support in the form of a budget for developing the E-Dayoh public service innovation application

2) Inhibiting Factors

Inhibiting factors are used as motivation for the progress of better public services with better public service innovation policies. Factors that hinder E-Dayoh public service innovation in Kanigoro District:

1. Internal factors, namely:
a) Limited internet access, the E-Dayoh method requires stable and guaranteed internet access. If guests/visitors do not have adequate internet access, then they cannot fill in data online. This can limit the number of guests/visitors who can be involved in inputting E-Dayoh
b) Technological limitations, using the E-Dayoh method requires the use of technological devices such as computers, tablets or smartphones. If guests/visitors do not have or are not used to using these devices, then they may have difficulty filling in data online

c) Potential data input errors, although the E-Dayoh method can reduce human error in data input, there is still the potential for errors that can occur. Guests/visitors can still make mistakes in filling in data or enter inaccurate information

d) There are no experts in the field of Information Technology at the Kanigoro District Office, making it difficult when the system experiences problems

e) Online service infrastructure often experiences disruption, access is slow because the E-Dayoh application uses a free network (open source system).

f) The E-Dayoh application has not been able to meet the needs of applicants who wish to consult.

g) Supporting data that is not updated enough, lack of support from other regional organizations related to realizing integrated services

h) The reward and punishment system has not been implemented in implementing spatial data services in Kanigoro District.

   2. External factors, namely:

a) Some individuals or community groups do not yet have access or are not interested in using digital methods.

b) Data privacy and security issues, use of the E-Dayoh method requires caution in maintaining data privacy and security. Data collected digitally can be vulnerable to the risk of data leakage or misuse if not properly protected

c) Limited personal interaction, the E-Dayoh method eliminates personal interaction between service officers and sub-district guests/visitors. This can reduce the possibility of obtaining additional information or more in-depth clarification from guests/visitors.

Law Number 23 of 2014 concerning Regional Government defines regional innovation as all forms of renewal in the administration of regional government. Then in chapter II of the Government Regulation of the Republic of Indonesia Number 38 of 2017 concerning Regional Innovation, it is regulated regarding the forms and criteria of Regional Innovation that one form of Regional Innovation is public service innovation, which is innovation in providing services to the community which includes the process of providing public goods/services and innovation in types and forms of public goods/services.

Observing the findings of the supporting and inhibiting factors above, it can be said that communication, resources, disposition/commitment and bureaucratic structure are four important factors that determine the success of implementing a policy. Likewise with the implementation of the e-dayoh policy or the use of the Digital Guest Book in Kanigoro District, Blitar Regency.

Basically, policy implementation requires the presence of the government in providing services to solve problems that occur through effective, efficient, transparent and accountable services.

7. CONCLUSION

The research results show that the implementation of E-Dayoh makes it easier for the public to access services, speeds up the administration process, and increases the transparency of guest data management. However, there are challenges in terms of disseminating applications to the public as well as the need for training for officers in utilizing information technology. Apart from that, the success of the innovation in using the Digital Guest Book is supported by the commitment of the Kanigoro District government and the active participation of residents in using e-dayoh. Thus, the application of E-Dayoh innovation in public services is a response to the growing needs of society. This can be seen in the following four aspects of implementation according to George E. III:

Firstly, clear and consistent communication from the Blitar Regency government was passed on to the implementers in Kanigoro District, who then continued the socialization of the use of e-Dayoh innovations to the community through the Neighborhood Association, Rukun Warga using various social media and community meetings.

second, adequate resources, including human resources, budget, and supporting facilities/facilities. However, it was found that not all residents have stable internet access and smartphone devices.

third, the attitude and commitment of the Kanigoro District Government is demonstrated by the strategy that has been implemented by the Kanigoro District in an effort to optimize and improve the quality of services. This E-Dayoh public service innovation is the use of fiber optic network construction which is being implemented by

the regional government to increase the speed of access to online services, Optimizing the function of the public dialogue menu, establishing cooperation with the private sector in providing Information Technology (IT) personnel for system repair and maintenance.

Fourth, a clear division of tasks, roles and functions between implementers in Kanigoro District in implementing e-Dayoh innovation makes it easier and improves the quality of public services.

Based on the description explained above, the four innovation attributes put forward by George C. Edwards III in implementing public policy, namely communication, resources, disposition/attitude and bureaucratic structure are working well, but this application has not been able to achieve the goal of creating "one database system " or an integrated service system that provides all the data needed for services in Kanigoro District. Therefore, efforts to reform public services must continue to be carried out by government agencies in order to create good, practical, transparent and accountable services in order to realize good governance.

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