

## Utilizing Demographic Bonuses in the Era of the Industrial Revolution 4.0 in the North Tatura Village, South Palu District, Palu City



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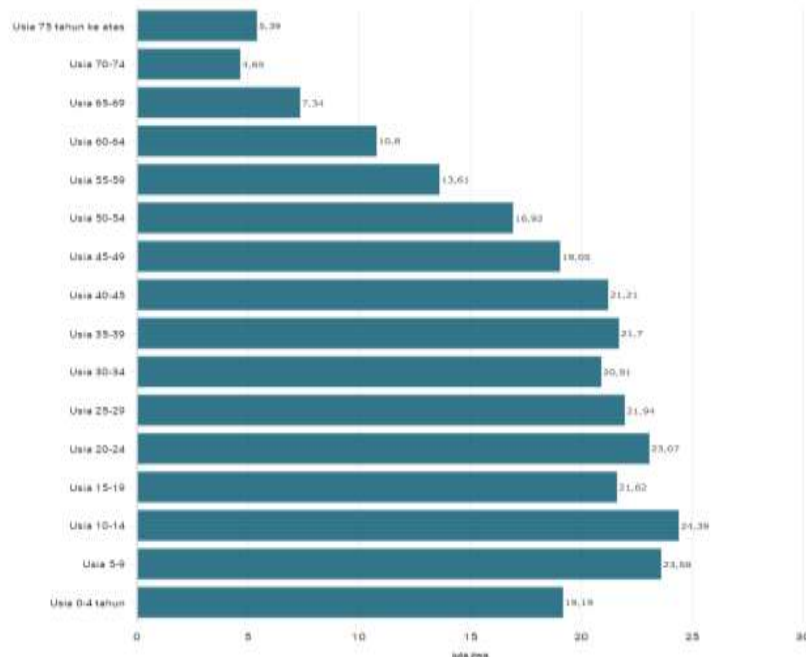
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**ABSTRACT:** The purpose of this study was to find out the ways in which the North Tatura sub-district government took advantage of the demographic bonus to serve the community well in the Industrial Revolution 4.0 era. Based on the results of the research conducted, it is known that the North Tatura sub-district government did not take advantage of its demographic increase to provide services to the community in the Industrial Revolution 4.0 era. The North Tatura Sub-district continues to strive to innovate in providing services because it still refers to service standards that force people to come directly to the Kelurahan when they get the desired service. Apart from that, the lack of soft skills in the North Tatura sub-district apparatus is also one of the reasons for the lack of implementation of digital public services

**KEYWORDS:** Service, Demography Bonus, Industrial Revolution 4.0

### INTRODUCTION

Demographic increase is a condition that occurs in a country where the working population (15-64 years) exceeds the unproductive number (children 0-14 years and parents 65 years and over) (Tanjung, 2019). This indicates that a country or region whose population is in the productive age category is more than 50%, then that country or region will get a demographic bonus to face the Industrial Revolution 4.0 era. Indonesia is one of the countries that gets this demographic bonus, which is evidenced by the number of productive age population reaching 69.3% or as many as 190.83 million people (Kusnandar, 2022).



Source: Kusnandar (2022)

This demographic bonus can prove to be one of the important points in welcoming the industrial revolution 4.0 which has entered the digital world. One example is the development of e-commerce in Indonesia such as Bukalapak, Shopee, Lazada and so on. Digital trade like this is proof that Indonesia has entered the era of the industrial revolution 4.0 by using a digital system, and

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those who are the initiators of this are people who are still in the productive age category. Referring to the number of productive age in Indonesia of 69.3%, this shows that each province also has a demographic bonus in facing the 4.0 industrial revolution era. In Central Sulawesi, for example, the number of people of productive age reaches 69.91% of the total population of 3.03 million people (Kusnandar, 2022). In Palu City itself, the number of people of productive age is 257,590 people or 68.32% (BPS, 2022).

The explanation above illustrates that both Indonesia, Central Sulawesi or even Palu City have a demographic bonus in facing the 4.0 industrial revolution era. This is also the basis that this demographic bonus needs to be utilized in order to be able to face the era of the industrial revolution 4.0 to the fullest, be it in the automotive sector, the trade sector or the government sector.

In the North Tatura Village, the population is 17,554 people with the number of people who are in the productive age category, namely 70.50% or 12,376 people (BPS, 2022). The number of residents who are more than 70% in the productive age category is a demographic bonus that is owned by the North Tatura Village in facing the industrial revolution era 4.0. This demographic bonus can also be seen in the North Tatura sub-district office where, based on the author's initial observations, it can be seen that North Tatura sub-district employees, whether ASN or PHL, are in the productive age category above 75%. This indicates that the North Tatura Sub-District Government has a demographic bonus which can be an important point for providing digital-based services to the community in accordance with the 4.0 industrial revolution era.

The main problem that the author sees in the North Tatura Village is the lack of qualified human resources in terms of education and soft skills in providing digital-based services to the community, so that the services provided to the community are still the same as in general. In addition, employees lack soft skills such as the use of technology in providing services to the community.

### **METHODOLOGY**

This research itself uses qualitative research with a descriptive approach. Qualitative research itself is an attempt by researchers to collect data based on natural settings (Williams in Prastowo, 2011). Furthermore, Bogdan and Taylor (in Moleong, 2008) explained that the qualitative method is a research procedure that produces descriptive data in the form of written or spoken words from people and observed behavior. While descriptive research itself is a study that aims to collect information about the status of existing symptoms, namely the condition of the symptoms according to what they were at the time the research was conducted (Arikunto, 1993).

### **PUBLIC SERVICE**

Services are activities that benefit an association or agency and lead to satisfaction, even though the results are not physically related to the product (Kotler in Daryanto and Setyabudi, 2014). According to Gronroos (Daryanto and Setyabudi, 2014), services are activities or a series of activities that are intangible and arise as a result of interactions between consumers and employees or other things offered by company services whose purpose is to solve consumer/customer problems. problem

According to Oentarto et al (Herlambang, 2020), minimum service standards have high strategic value for both the government and the community. These values are: 1). For municipalities, minimum service standards can serve as a benchmark for determining the fees required to finance service providers. 2). From the community's point of view, minimum standards can be used as a reference for the quality and quantity of state services for the public interest.

Service standards are benchmarks that serve as guidelines for service providers and serve as a reference in assessing service quality as commitments and promises made by administrators to the community as part of quality, fast, simple, affordable and measurable services (Law No. 25 of 2009 concerning Public Services). Ministerial Regulation Number 36 of 2012 concerning Ratification of State Institutions and Forms of Bureaucracy regarding Technical Guidelines for the Preparation, Determination and Application of Service Standards explains that the components of service standards are components, elements of management and elements of management, which are part of the creation, definition and application of service standards. management systems and management processes.

Each service standard must contain several components (Law No. 25 of 2009 concerning Public Services), namely:

1. Legal basis: Legal provisions that form the basis for providing services
2. Default: Requirements (documents or other things) that must be met in managing the type of service, as well as technical and administrative requirements
3. Systems, mechanisms and procedures: Standard service procedures for service providers and service recipients, including complaints.
4. Completion Time: The time required to complete the entire service process for each type of service
5. Payment: Fees charged by service providers to beneficiaries for managing and/or obtaining services, the amount of which is determined based on an agreement between the service provider and the community.
6. Product services: The services offered and accepted are based on predefined conditions

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7. Places, facilities and infrastructure: facilities and infrastructure needed to provide services, including service facilities and infrastructure for disadvantaged groups of people
8. Qualification of Skills: Skills that must be possessed by actors include knowledge, expertise, skills and experience
9. Internal control: Internal control is a system of internal control and direct control implemented by the manager or CEO of the company.
10. Handling of complaints, suggestions and input: Procedures for handling complaints and monitoring of complaints
11. Number of executors: Availability of executors based on workload, composition and number of executors based on department and job description
12. Service Guarantee: Ensuring that the services provided are in accordance with service standards
13. Guaranteed service guarantees a commitment to provide a sense of security free from danger, risk and doubt
14. Performance rating: Assessing the extent to which the activities carried out meet service standards.

Public service itself aims to satisfy the community, and to achieve this satisfaction requires excellence in service quality (Sinambela, 2010), which is reflected in:

1. Transparency: Services that are open, simple and available to all parties who need them and in an adequate and easy to understand manner
2. Liability: Billable services in accordance with legal requirements
3. Conditional: Services that respond to the circumstances and capabilities of service providers and service recipients, taking into account economic and economic principles.
4. Engage: Services that can encourage community involvement in the delivery of public services by taking into account the wishes, needs and expectations of the community.
5. Equality: Services that do not discriminate in any way, especially on the basis of ethnicity, race, religion, class, social status and others.
6. Balancing rights and obligations: Services that ensure fairness between service providers and recipients

### **PUBLIC SERVICES IN THE INDUSTRIAL REVOLUTION ERA 4.0**

Public services in the Industrial Revolution 4.0 era can be interpreted as digital public services. Services offered to the public by utilizing technological developments are expected to facilitate access to community services. Each region competes with its inventions to serve society well.

Bandung is one of the innovative cities in providing services to the community in the Industrial Revolution 4.0 era. One of the innovations implemented by the Bandung City Government is developing electronic public service guidelines through the online service [dpmptsp.bandung.go.id](http://dpmptsp.bandung.go.id) which makes it easier for citizens to apply for various permits. In addition, Bandung will introduce a cashless shopping system by collaborating with 8 banks to launch the Bandung Smart Card (BSC), namely: Bank Mega, BRI, BTN, BCA, Bank BJB, Bank Woori Saudara and Bank Mandiri integrated with cash cards in collaboration with Bank Indonesia (Muharam & Melawati, 2019).

In addition, the Riau Archipelago witnessed public service innovations in the Industrial Revolution 4.0 era. Among the public service innovations introduced by the Riau Islands Government is the creation of the SIMANJA application (Performance Management Information System) which is used to calculate performance-related salaries (PSB) of civil servants within the Riau Islands Provincial Government, namely SILAT (Integrated Equipment Services). Application. information systems) and application disciplines. owned by the HR and Personnel Development Agency of the Riau Islands Provincial Government (BPHSDM) (Hendrayady, 2020).

### **FINDINGS & DISCUSSION**

The era of the industrial revolution 4.0 is an era where the development of digitalization has made major changes in people's lives. People who want to travel using motorcycle taxis can order directly through the grab, gojek or maxim applications, and also people can shop through e-commerce without leaving their homes. Some of the things above are innovations given to make it easier for the community.

In the government sector, actually the era of the industrial revolution 4.0 has been running with the e-gov (electronic government) scheme. However, in practice, the government sector still applies many NPM (New Public Management) or even OPA (Old Public Administration) schemes. The majority of Indonesia's population is of productive age, in fact it cannot be a guarantee that the public services provided to the public are fully digital-based. Several regions, such as the City of Bandung and the Riau Archipelago, have made innovations in the provision of social services. The era of the industrial revolution 4.0 is the reason for this innovation. The city of Bandung provides public services electronically through the online service [dpmptsp.bandung.go.id](http://dpmptsp.bandung.go.id) which makes it easier for the public to apply for various permits (Muharam & Melawati, 2019), and the



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