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Public Service Innovation as a Strategy for Increasing Regional Innovation in Probolinggo City

Arwanto Harimas Ginting^{1*}, Adi Suhendra^{2*}

¹ Institute of Domestic Government, ² National Research and Innovation Agency of Indonesia |

¹ St. Ir. Soekarno KM 20, Jatinangor, Sumedang Regency, ² St M.H. Thamrin No 8, Central Jakarta 10340

✉ arwantoharimasginting@ipdn.ac.id¹, adisuhendra.pm@gmail.com²

Abstract: This research is about innovation in the field of public services carried out by the City of Probolinggo. This research is important and relevant to be discussed because it. This innovation can solve problems from the aspect of limited funds for sanitation and technology development which are considered complicated and the introduction of the SIBER-PAM strategy that can guarantee an increase in the quality of services for the community. Thus, the two innovations gave rise to various strategies that offer convenience in the use of public services. And can be an inspiration for other regions in order to overcome the same problem. The population in this study is in areas that have implemented policies or innovation in the field of public services. While the sample in this study is innovations carried out by the Probolinggo City government are called Si Inol Aja innovations (Innovation System for Arisan Services / Latrine Installments) and innovations Easier Access Based on "SIBER-PAM" (Socialization of Information Based on People's Education - Drinking Water Company). The results of this study indicate that Si Inol Aja has proven to be one of the most effective ways to eradicate open defecation (BABs), namely people have healthy latrines with technological convenience, namely a direct cast system on the spot, having healthy latrines is not difficult and inexpensive, people have a latrine faster healthy without having to wait for help from the government, strengthen participation and community self-reliance, provide new skills for craftsmen who can expand their job opportunities in the surrounding area, and grow a synergistic partnership between the government, the community and the business world to realize better sanitation. Meanwhile, the introduction of the SIBER-PAM strategy can guarantee an increase in the quality of services for the community. The presence of SIBER-PAM can provide education to the public, especially customers of PDAM Kota Probolinggo and the means of socializing the services provided at this time have innovated to become more modern. Thus, through this strategy, conveniences in the use of public services will be offered.

Keywords: Innovation, Public Service, Sanitation, PDAM, Community, Local Government

1. Preliminary

This research is about innovation in the field of public services carried out by the City of Probolinggo. Health is one of the basic human needs, therefore health is a right for every citizen that is protected by law. Every country recognizes that health is the biggest asset to achieve prosperity. Therefore, improving health services is basically an investment in human resources to achieve a prosperous society. In developing countries such as Indonesia, to be able to improve the welfare of the community, it is necessary to have the role of the government through public services to be able to meet the basic needs of its people such as health, education, and other basic needs (Khariza, 2015; Ardinata, 2020).

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Health development is essentially an effort carried out by all components of the nation that aims to increase awareness, willingness, and ability to live healthy for everyone in order to realize the highest degree of health (Dafitri & Raharjo, 2020). The implementation of development in the health sector is a useful tool in an effort to achieve goals, through the implementation of development an assessment process can be carried out on the achievement of the goals that have been set and the implementation of development can provide an objective assessment in policy making (Laing, 2019). A clean environment also needs to be applied to the community to create a healthy environment. It is necessary to manage and protect the environment to ensure sustainable development to meet the needs of future generations. The responsibility for protecting and managing the environment today is not solely the responsibility of the government or the state. Community involvement or participation is absolutely necessary in maintaining and supervising the environment so that it can be better and healthier (Susila Wibawa, 2019).

Innovation is renewal, the discovery of something new, whether in the form of ideas, methods, tools, products or others (Purba, 2009; Robbins, 1997). While innovation in government is a creative idea in carrying out reforms in the government system in order to improve the performance of the government itself (Rozikin et al., 2020).

Innovation in the public sector is more emphasized on the "improvement" aspect resulting from these innovation activities, namely the government is able to provide public services more effectively, efficiently and of high quality, cheap and affordable according to the needs of the community. Innovation in the public sector is one way or even a "breakthrough" to overcome bottlenecks and organizational needs in the public sector (Eldo & Mutiarin, 2019). As a public servant, the government is responsible for providing the best possible service to the community because basically, the community is a citizen whose rights must be fulfilled without exception (Novaningrum et al., 2018). Public service by the government to the community is a mandate from the constitution, how can the people as the owner of this country's sovereignty have the right to obtain services from government institutions entrusted with the mandate by the people to serve their needs (Muhammad Jamili, 2019).

To achieve the Indonesian Health Development Goals, the Government of Indonesia has also made

various efforts. One of the policies in Chapter II Article 3 Paragraph (2) of the Regulation of the Minister of Health of the Republic of Indonesia Number 03 of 2014 concerning Community-Based Total Sanitation is through the Stop Open Defecation Program as one of the pillars of Community-Based Total Sanitation. Stop Open Defecation is a condition when every individual in a community no longer performs open defecation behavior that has the potential to spread disease (Devia & Aisyah, 2020).

Sanitation is one of the goals of public health problems in Indonesia, which is still characterized by high rates of morbidity and mortality from environmental-based diseases (Savitri, 2020). Indicators that affect the level of effectiveness of a Stop open defecation program according to Duncan (1973) divided into 3 (three), namely the achievement of goals which is a process to determine the objectives of the program running optimally. The integration indicator is a measurement of the triggering officer's ability level in conveying the objectives seen from the procedure and process of socialization to the triggering participants and the adaptation indicator is carried out to see the increase in the triggering participant's ability.

In addition, the problem of access to clean water mainly occurs in areas that do not have clean water sources, for example, peat water or brackish water is available in the area. This market opportunity is a trigger for the clean water technology industry to innovate. The technology used in the treatment of clean water is largely determined by the type of raw water source to be processed into clean water. As an illustration, for raw water sources in the form of unpolluted river water, conventional and simple water treatment technology is sufficient to produce clean water (Laili et al., 2016).

The focus of this research is related to the innovation carried out by the Probolinggo City government called the Si Inol Aja innovation (Innovation System for Arisan Services / Latrine Installments). Si Inol Aja is said to be creative and very innovative due to first, a strange, unusual and unpopular method for healthy latrines. The existing and common arisan / installments in society are for consumptive goods, such as money gathering, motorcycle loans, refrigerators, TVs, household utensils and so on. Second, using a cast system directly on the spot, with a fiberglass septic tank mold, simplifies and speeds up the manufacture of latrines, where the production of this fiberglass septic tank mold is made in-house in Probolinggo City. Not only that, this

research also focuses on the SIBER-PAM innovation which is a new program and is an innovative program because it can streamline and streamline time and energy for both customers and PDAM Probolinggo City employees.

The World Health Organization (WHO) has reported that deaths caused by water-borne diseases have reached 3,400,000 people/year. Diarrhea is the biggest cause of death (1,400,000 people/year) (Kementerian Kesehatan, 2013). The problem of sanitation development is a socio-cultural challenge. Factors related to defecation behavior are knowledge and availability of latrines. Cross-sectoral cooperation is needed to hold meetings between the community so that together they carry out negotiations related to solving the problem of open defecation (Dwiana & Herawaty, 2017).

Winangsih (2018) in his research explains that environmental health problems are influenced by population growth and distribution, the policies of decision makers, the mentality and behavior of the population, and the ability of nature to control pollution. Environmental health emphasizes the dynamics of interactive relationships between community groups and all kinds of changes in environmental components such as various living species, materials, substances, or forces around humans that pose a threat, or have the potential to disrupt public health and efforts to find prevention. This includes housing, human waste disposal, clean water supply, garbage disposal, and others. In implementing clean and healthy living, it can be started by creating a healthy environment. Clean and Healthy Behavior (PHBS) is important because a healthy environment can have an effect on health quality. While a person's health will be better, if the surrounding environment is also good. Vice versa, a person's health will be bad, if the surrounding environment is not good. Disposal of human waste in a healthy home environment must also be a concern because it can cause the spread of several diseases such as typhus, dysentery, cholera, various worms, *schistosomiasis*, and so on.

According to Kusnopranto (2008), latrine is a building that is used to dispose and collect dirt so that the dirt is stored in a certain place and does not cause disease and does not contaminate the surface. A latrine is one of the basic sanitation facilities needed in every house to support the health of its occupants as a human waste disposal facility, which consists of a squatting place or a seat with a goose neck or without a goose neck equipped with a sewage and water

collection unit to clean it (Proverawati & Rahmawati, 2012; Safriani et al., 2020).

The physical and biological environment that meets the health requirements is measured by the availability of clean water, the availability of latrines, the availability of sewerage, the condition of the house and the behavior of the occupants of the house (Abeng et al., 2014). In this case, the Ministry of Health has a Community-Based Total Sanitation (STBM) program of five pillars. One of the pillars is to stop open defecation (BABS). The results of research related to open defecation behavior around the Karang Mumus River, Samarinda showed that most of the people used latrines that did not meet health requirements. People still use floating latrines on the river. In addition, there are still people who have latrines in their homes, but the drains still go to the river (Widhana, 2017). From the results of this study, people do not know and are not aware of proper sanitation behavior in their daily life. Even though poor sanitation can cause various kinds of infectious diseases (Yuningsih, 2019).

It is explained further in the research conducted by Agustyaningsih et al. (2020) that the behavior of residents who are accustomed to open defecation (BABS) is still a sanitation problem in various countries. Indonesia is one of the countries where open defecation is still found. The population in Indonesia in 2016 who still defecated openly was 16,209,333 households out of a total of 67,453,504 households, and 24.03% of the Indonesian population had open defecation behavior. The behavior of open defecation (BABS) can cause harm to public health conditions, because feces is a medium for *E. coli bacteria* to live which has the potential to cause a disease. In addition to diseases that are transmitted from open defecation, it is known as Water-borne disease. Lack of poor environmental sanitation,

This research is important and relevant to be discussed because it. This innovation can solve problems from the aspect of limited funding for sanitation and technology development which are considered complicated. And in the end, it is not only funding problems that find innovative solutions but also other benefits for the government, society and the business world. Besides that, the introduction of the SIBER-PAM strategy can guarantee an increase in the quality of services for the community. The presence of SIBER-PAM can provide education to the public, especially customers of PDAM Kota Probolinggo and the means of socializing the services provided at this time have innovated to become more modern. Thus,

the two innovations gave rise to various strategies that offer convenience in the use of public services. And can be an inspiration for other regions in order to overcome the same problem.

2. Research Methods

This study uses a literature review method. According to Efron & Ravid (2018) a literature review is a systematic examination of the scientific literature on one's topic. It critically analyzes, evaluates and synthesizes research findings, theory, and practice by scholars and researchers related to the focus area. The literature review will provide an overview of the development of a particular topic (Cahyono et al., 2019).

This research was conducted by describing the innovations in the City of Probolinggo which were arranged systematically and in accordance with the reality that occurred. The population in this study is in areas that have implemented policies or innovation in the field of public services. While the sample in this study is innovations carried out by the Probolinggo City government are called Si Inol Aja innovations (Innovation System for Arisan Services / Latrine Installments) and innovations Easier Access Based on "SIBER-PAM" (Socialization of Information Based on People's Education - Drinking Water Company).

In this study, data collection was also carried out through searching various sources which were then processed and described in narrative form according to data needs. The data used come from reports, journals, scientific articles, literature reviews containing the concepts studied.

3. Results and Discussion

3.1. Si Inol Aja (Arisan Service Innovation System / Installment Jamban) Kiss The Behavior of "BABS" (Close Defeatives)

The national target of Universal Access must be achieved 100% in Indonesia by 2019 and the challenges of the City of Probolinggo related to health development, especially in the field of hygiene and sanitation are still very large. There are still many people who behave defecate (BAB) in any place, in the river, on the beach, or in the yard. This happens because the City of Probolinggo is traversed by many rivers, both large rivers and small rivers. The city of Probolinggo is also a coastal city, where many people still defecate on the beach.

STBM-National Secretariat baseline data, (http://www.stbm-indonesia.org/monev), the

population of Probolinggo City is 220,000 people (54,347 families) indicating the sanitation conditions are as follows, namely first, access to permanent healthy latrines (JSP), namely access to latrines that meet health requirements, amounting to 61.2% or 37,370 families (head of Family). Second, access to semi-permanent healthy latrines (JSSP), namely access to latrines that do not meet health requirements, is 2.11% or 958 households. Third, sharing, meaning that they are still riding to a neighbor's healthy latrine, amounting to 3.02% or 1,576 families. And fourth, BABS, meaning open defecation, amounting to 33.67% or 16,121 families.

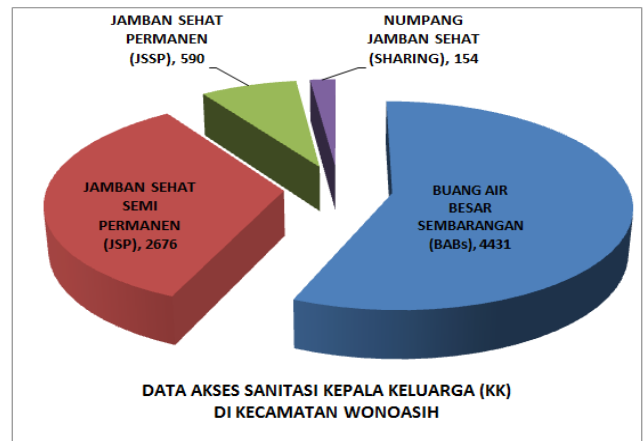


Figure 1. Access to Sanitation Access Data for Family Heads (KK) in Wonoasih District

Wonoasih sub-district with a population of 9,149 families, compared to other sub-districts in Probolinggo City, the ownership of healthy latrines is the lowest, data <http://www.stbm-indonesia.org/monevas> follows:

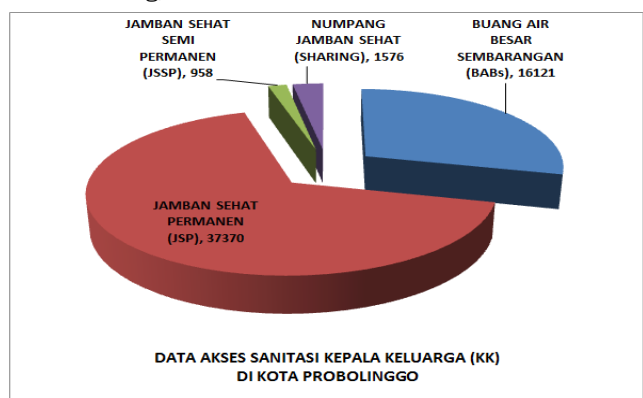


Figure 2. Sanitation Access Data for Head of Family (KK) in Probolinggo City

The following are the reasons why the Wonoasih community still behaves in defecating, namely first, they do not have healthy latrines, so they behave in

open defecation (58.11%). Second, information makes healthy latrines expensive, an average of Rp. 4-5 million. Third, the ability to build healthy latrines is very limited. Fourth, still hope to wait for help from the government. And fifth, it's been hereditary that defecation doesn't have to be in the latrine because the surrounding environment supports it (rivers, gardens, beaches).

For example, each KK (Head of Family) has 2 children, then the Wonoasih community who defecate is (4x4,3117,724 people. Based on Sugiarto (1987), in Dharian

blogspothttp://dhariyan.blogspot.co.id/2012/10/limbah-organik-tinja-yang-hasilkan.html, explained that 1 person produces 0.2 Kg of feces/day/person, so the feces that are disposed of in any place in Wonoasih District alone is 3.6 tons/day. This has the potential to pollute the environment, both water and soil, where many contain pathogenic microbes that can cause disease.

The incidence of diarrhea cases in Wonoasih District with a population of This 9,149 households is quite high, causing the annual family expenditure on health due to poor sanitation to be very large, reaching Rp.128 million/year, this will increase the burden of family expenses and reduce productivity.

The ability of the APBD which in the last two years has decreased and the average APBD is IDR 800 billion per year, if the construction of latrines has to wait for government assistance, funds in Wonoasih District alone are 4,431 families x IDR 4,000,000 = IDR 17,724. 000000 = IDR 17.7 billion. This is very unlikely considering that other development priorities must also be realized.

Thus, Si Inol Aja (Innovation System for Latrine Service/Installation Services) aims to reduce and erode the habits/behavior of people who still defecate openly (BABs).

The basis for this innovation regulation is the Minister of Health Regulation no. 13 of 2015 concerning the Implementation of Environmental Health in Puskesmas and Minister of Health Regulation No. 3 of 2014 concerning Community Based Total Sanitation (STBM).

Based on the conditions above, the main problems related to sanitation need and must be resolved in several ways, including firstly, increasing public knowledge and awareness of the importance of healthy latrines. Second, increasing public access to healthy latrine facilities. Third, providing healthy latrine facilities at affordable prices. And fourth, building

independence in the manufacture of healthy latrine facilities must be realized by the community without having to wait for assistance from the government.

The target community with Si Inol Aja is all people who do not have a latrine, or people who still share or ride to healthy latrines belonging to neighbors or relatives, and also people who have access to Semi-Permanent Healthy Latrine (JSSP) such as the cemplung model or cubluk who do not meet the health requirements. The motivator for Si Inol Aja's activities was Sanitation Officer Sulistyio Triantono Putro and assisted by Si Inol Aja's team

The Si Inol Aja program began to be implemented in the Wonoasih Health Center area in 2012 until now. The strategy of Si Inol Aja's activities includes several things, namely first, raising commitment with relevant stakeholders, namely the government, community leaders, religious leaders and the business world.



Figure 3. Commitment with Related Stakeholders, namely Government, Community Leaders, Religious Leaders and the Business World

Second, namely triggering which is a method or technique delivered by the facilitator to encourage changes in individual or community hygiene and sanitation behavior on their own awareness by touching the feelings, mindset, behavior, and habits of individuals or communities by means of games. The goal is to trigger the community so that with their own awareness they want to stop the habit of defecating (BAB) in the open and move to a sanitation facility, namely a healthy latrine. The triggers are shame, disgust, fear of pain, fear of sin and a sense of self-worth. The triggering was carried out in a group of Dasa Wisma women, recitation mothers, Muslimat, RT, RW, schools, sub-district PKK and even in Islamic boarding schools.



Kegiatan Pemicuan di Kelurahan Kedung Galeng Kecamatan Wonoasih dan Kelurahan Kedopok Kecamatan Kedopok

Figure 4. Triggering Activities in Kedung Galeng Village, Wonoasih Subdistrict and Kedopok, Kedopok Subdistrict

Third, namely the Use of Appropriate Technology, by carrying out several activities, namely designing healthy latrines that are easy to apply with cheap and easily available raw materials in the City of Probolinggo. Technology options for sanitation facilities (environmental health) are suitable and affordable by the community, namely the system method cast directly on the spot, so that the latrine/septic tank that is made is guaranteed to be impermeable, strong, sanitary at a very affordable price. The direct cast system in this place is actually cheaper when compared to the conventional way of making septic tanks using bricks (red stones). The direct cast system in this place can save the cost of the craftsman, because 1 unit can be done with a short manufacturing time of 1-2 days, the amount of building material is less than using red stone. Construction of a complete latrine with closet, piping, storage tank with a depth of 1.5 meters, infiltration tank with a depth of 1 meter, ventilation holes and drain holes costs Rp. 1,500,000 – 1,900,000/unit.

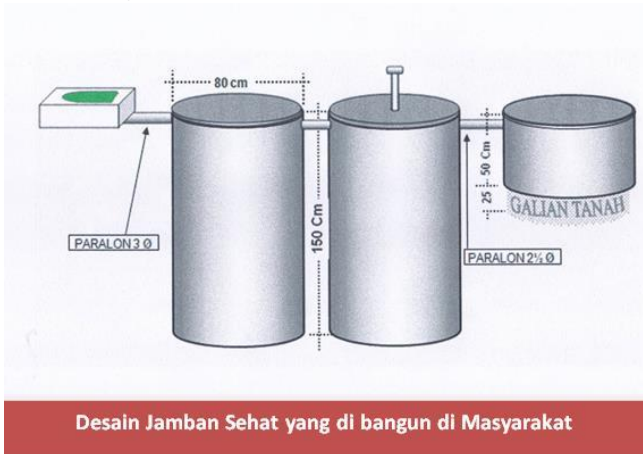


Figure 5. Healthy latrine design built in the community

In addition, socializing and transferring knowledge to the community regarding the choice of healthy latrine technology adapted to local conditions. And

carry out direct practice Making healthy latrines is done with a cast system directly on the spot and using a fiber septic tank mold.



Praktek langsung Pembuatan Jamban Sehat yang diikuti oleh Masyarakat

Figure 6. Direct Practice of Making Healthy Latrine Followed by the Community

The direct cast system method on the spot is more practical and economical, using a fiber mold, 2 craftsmen and only 1-2 days to complete.

The funding strategy is carried out in several ways, namely, first, the Arisan Application. If the construction of a latrine is by means of an arisan application, then in 1 group there must be 15 people where each arisan member pays Rp. 25 thousand per week for 4 times, after that 1 unit of latrine was built according to the results of the social gathering lottery, a total of Rp. 1,500,000. Second, the Installment Application. The advantage of this installment application is that the manufacture of healthy latrines is realized immediately without having to wait for 4 weeks like the social gathering application, the way is that people pay an advance of Rp. 300 thousand, then every month in installments of Rp. 100 thousand for 16 months, a total of Rp. 1,900,000. Third, train the community and other health workers as facilitators who can jointly motivate the community to cultivate a clean and healthy way of living behavior by maintaining a clean environment to community leaders, RT heads, RW heads, posyandu cadres to become natural leaders and as the spearhead of the mover in create changes in the behavior of clean and healthy living in the community. As well as training other health workers as facilitators and at the same time being able to replicate this activity in their puskesmas area.

The systems implemented to monitor progress and evaluate activities include, firstly, periodically the Sanitation Officer must report the progress of STBM activities to the Probolinggo City Health Office, and also report to the STBM-National Secretariat website via SMS or with the Android application. Second, periodic meetings with relevant cross-sectors from the government, community leaders, religious leaders and the business world. Third, field visits to the Puskesmas,

namely when carrying out healthy home sanitation inspections and introspective surveys. Fourth, reports on the progress of latrine construction, both from the community and from officers. And fifth, public input through the Probolinggo City Voice Radio Broadcast, in the "Laporo Rek" event as well as public complaints through the Probolinggo City Government website.

The Si Inol Aja program initiative at the Wonoasih Health Center has had a real and extraordinary positive impact on the community, which is explained in more detail in the following table:

Table 1. The Difference Before and After the Si Inol Aja Program Initiative at the Wonoasih Health Center in 2016

Before	After
Public access to healthy latrines is only 41.89%	There is an increase in public access to healthy latrines from 41.89% to 55.19%
Behavior of Open Defecation (BABS) of 58.11%	There is a decrease in the behavior of open defecation (BABS) from 58.11% to 44.81%
The volume of feces that is disposed of in any place and has the potential to cause environmental pollution and the danger of spreading disease is 3.6 tons/day	The volume of feces that are disposed of in any place and has the potential to cause environmental pollution and the danger of spreading disease, there is a decrease of 1.2 tons/day
The funds that must be provided by the Probolinggo City Government are only for the construction of healthy latrines in the Wonoasih District area of Rp. 17.7 billion, is a very large fund considering the ability of the Probolinggo City Budget of Rp. 800 Billion more http://www.indonesiapost.co/index.php/regional/anggaran-pemkot-probolinggo-turun-jadi-rp-800-miliar-why/	Gradually the community can build healthy latrines independently so that the City Budget can finance other priority programs according to the RPJMD
People's mindset that the provision of sanitation facilities is the government's task	Growing awareness that the community and the business world can participate in sanitation development programs to accelerate Universal Access in 2019
There is an opinion that building healthy latrines is complicated and requires big funds	The birth of Appropriate Technology based on local conditions in the city of Probolinggo that is affordable by the community and supported by a light funding pattern
Entrepreneurship is from conventional activities such as trading, opening shops etc	The idea of a creative economy emerged as a sanitation entrepreneur. This means that the community is able to seize the opportunities that are around them so that they can be more economically empowered

Before	After
For the community, sanitation does not affect the welfare of the community	The growth of the mindset that a clean environment is the door to a healthy and healthy life is the door to a prosperous life

The target community with Si Inol Aja is all people who do not have a latrine, or people who still share or ride to healthy latrines belonging to neighbors or relatives, and also people who have access to Semi-Permanent Healthy Latrine (JSSP) such as the cemplung model or cubluk who do not meet the health requirements.

Based on observations of conditions in the field and discussions with community leaders and religious leaders as well as the Probolinggo City Health Office, efforts arise to resolve existing problems by exploring the root causes of the problem. The initiator of this Si Inol Aja activity was Sanitation Officer Sulisty Triantono Putro and was assisted by the Si Inol Aja Team.

The collaboration of 3 elements that are closely related, namely: Community elements (community leaders, religious leaders, head of RT/RW, health cadres, Community Empowerment Institutions/LPM), play a role in socializing and inviting healthy living behavior by having healthy latrines while promoting social gathering/installments latrines, elements of the government (Health Department, puskesmas, kelurahan, sub-districts) act as initiators, facilitators and motivators in the Si Inol Aja program and elements of entrepreneurs (building shops, sanitation entrepreneurs, microfinance institutions) play a role in supplying material needs and the process of making healthy latrines .

This innovation solves the problem from the aspect of limited funding for sanitation and technology development which is considered complicated. And in the end, it is not only funding problems that find innovative solutions but also other benefits for the government, society and the business world.

The Method of Implementing "Si Inol Only" Innovation

Si Inol Aja is said to be creative and very innovative due to first, a strange, unusual and unpopular method for healthy latrines. The existing and common arisan/installments in the community are for consumptive goods, such as money gathering, motorcycle loans, refrigerators, TVs, household utensils and so on. Second, using a cast system directly on the spot, with a fiberglass septic tank mold, making it easier and faster to build latrines. The production of

this fiberglass septic tank mold was made in-house in Probolinggo City.



Figure 7. Use of Appropriate Technology "Fiber Septic Tank Mold"

Benefits for Regions and Society

Over a period of 4 years, 400 latrine units have been built and the following developments can be directly seen, namely, first, people who have access to healthy latrine facilities (JSP) from 2676 families to 3076 families, the participation of people who have built healthy latrine facilities is 400 units. Second, the cost of making healthy latrines is not expensive, because it uses appropriate technological innovations, namely direct cast systems and fiber septic tank molds. Third, people can have healthy latrines faster without having to wait for help from the government again. Fourth, the community independently has carried out the construction of healthy latrines of 400 units x Rp. 2,000,000 = Rp. 800,000,000. Fifth, when viewed from the volume of feces disposed of in any place, which has the potential to cause environmental pollution and the spread of disease, then there is a decrease of 3.6 tons / day to 2.4 tons / day the volume of feces that are disposed of in any place. Sixth, the increase in revenue from building material stores, the average material requirement per latrine unit is Rp. 550,000 so that with the construction of 400 healthy latrine units through this program, the acceptance of building material stores increased by Rp. 220,000,000 in 4 years. Seventh, the income of sanitation workers is increasing, the cost of the handyman per unit is Rp. 300,000 x 400 units = Rp. 120,000,000. Eighth, the public can consult for free about the Si Inol Aja program to the Sanitation Officer through communication media and social media. Ninth, the birth of new sanitation facilitators from both government officials and the community (photo attached). Tenth, Probolinggo City initiator and Facilitator (Sulistyo Triantono Putro) was recruited by the Ministry of Public Works and Public Housing and NGOs to become resource persons in

other areas (data attached). And eleventh, several districts/cities conducted a reference study on healthy latrine sanitation in Probolinggo City

The resources used for this public service innovation and how these resources are mobilized. The main resource of this innovation is the community where they are involved thoroughly from identifying needs, implementing activities, monitoring and campaigning for expansion of activities in other locations. To realize this innovation, resources are needed in the form of funding from the community itself, so the Si Inol Aja program does not burden the state finances/treasury. The budget required for the Si Inol Aja program initiative is only Rp. 1,500,000 for the social gathering application and Rp. 1,900,000 for installment applications. So, the construction of healthy latrines comes purely from the community and for the community, namely in the form of social gathering and/or installments.

In addition, a collaboration with a financial institution, namely BMT Bina Artha was also formed. The financing for the construction of latrines in the community is carried out by BMT Bina Artha by paying cash to sanitation entrepreneurs, and the community pays to BMT Bina Artha in installments. In collaboration with BMT Bina Artha, the community has two advantages, firstly, the community gets a healthy latrine facility and at the same time a loan for business capital.

Materials for making healthy latrines are also supported by building shops, namely in collaboration with Barokah Shops (Hj. Siti Aisyiyah Misriati), Jl. Ir. Sutami Jrebeng Kidul Probolinggo, with an agreement that the Barokah Shop will provide and simultaneously deliver all the materials needed in the construction of latrines in the community, ordering materials can be done by telephone and payment for material needs can be paid in installments.

The Mayor's support as the highest policy maker is manifested in the form of awarding Si Inol Aja and it is hoped that this can be replicated in other areas in Probolinggo City.

Stakeholders involved in implementation

The parties involved and have contributed to this initiative are:



Figure 8. Sanitation Network: Sanitation Officers Liaise with All Related Elements

The role of the Government in this case is first, the Sanitation Officer as the initiator, facilitator and motivator in the Si Inol Aja program, together with the Innovation Team to facilitate triggering, healthy latrine providers/makers, and promoter of latrine social gathering/installments and build networks with related components as well as drivers changes in environmental health problems in society. Second, giving an example by making an initial unit of healthy latrines so that people can see firsthand the physical form of healthy latrines. Third, strengthening related technical offices to the implementation of Regional Regulation No. 4 of 2015 concerning Probolinggo City Domestic Waste Management and other supporting regulations (socialization and cross-sectoral collaboration). And fourth, publications and campaigns through radio broadcasts, art performances and print media.

While the role of the community, namely, first, PKK mothers, Health Cadres, recitation group mothers, community leaders and religious leaders, LPM plays a role in socializing and inviting healthy living behavior by having healthy latrines while promoting latrine social gathering/installments. Second, if there is a request from the community for the need for a latrine, the cadres together with Sanitation Entrepreneurs form a group, so that they can be coordinated and facilitated with the Si Inol Aja program.

The role of the business world is firstly, building shops and sanitation workers are indispensable and play a role in supplying material needs and the process of making healthy latrines. The more demand for latrine construction by the community, the material needs for latrine construction will increase, so that the wheels of the economy in the community continue to spin, and this will also affect the welfare of material entrepreneurs. Second, the building shop is willing to provide payment facilities in installments and delivery of materials directly to the location. And third, Microfinance Institutions provide soft credit facilities for sanitation entrepreneurs.

The role of Supporting Organizations, namely PNPM-MP, Pokja AMPL provides capacity building and facilitates regional and national networks for facilitators from government agencies and the community.

The obstacles we feel and experience in the field are numerous, however, we view the obstacles or obstacles that occur as challenges, where we use these challenges as opportunities, namely opportunities to be creative and innovate for the benefit and benefit community, then the Si Inol Aja program initiative was born.

The obstacles, obstacles, or challenges to erode, reduce or even eliminate the habit/behavior of open defecation (BABs) are, among others, first, Stop Open Defecation (BABs) is the behavior of individuals in a community so that they no longer carry out defecation behavior. open defecation that has the potential to spread disease. Changing people's behavior requires a process and time that varies, it can be fast or it can even take a long time. The alternative solution is periodic and continuous triggering activities. Then, campaign through radio broadcasts (Suara Kota FM Probolinggo), local television (ProTV) and national (MetroTV) as well as print media (Jawa Pos and Kompas). Then, a wider replication of the Si Inol Aja program in communities in other areas (with LPM,

Second, there are still stuck installments. The alternative solution is to coordinate and cooperate with community leaders (Chairman of RT/RW), health cadres as coordinators in the field and at the same time responsible for the installment process.

Third, there are still few people who are interested in starting a sanitation business using the Si Inol Aja method. The alternative solution is to replicate the Si Inol Aja program which is wider in the community and invites people who have the capital to become Sanitation Entrepreneurs.

Fourth, the funds owned by sanitation entrepreneurs are still limited. The alternative solution is to collaborate with existing microfinance institutions and coordinate with the Probolinggo City CSR Forum so that there are companies that can provide soft loan assistance for the expansion of the sanitation program.

3.2. Easier Access Based on "SIBER-PAM" (Socialization of Information Based on People's Education – Drinking Water Company)

To support the development program within the Probolinggo City Government, PDAM which is part of the Government that specifically provides clean water services, it is necessary to always innovate or new breakthroughs to achieve Good Government within the Probolinggo City Government.

As one of the regional companies, PDAM is also not spared from various problems faced by PDAM Kota Probolinggo in the public service sector, giving birth to innovations and strategies provided by all components of the company in an effort to overcome these problems. The first strategy started in 2013. PDAM Kota Probolinggo is able to provide additional counters that are distributed to customer areas far from the PDAM Kota Probolinggo office. This idea is based on the vision and mission during the Director's fit and proper test and is supported by all employees of PDAM Probolinggo City.

To improve the quality of PDAM services, innovate in terms of checking tariffs, payments, complaints and all information about PDAMs now can be accessed through applications on mobile phones and can be downloaded via the android play store. The target customers for this new strategy are the upper middle class and customers who are accustomed to using online facilities.

The Regional Drinking Water Company (PDAM) of the City of Probolinggo was established based on the Regional Regulation of the Probolinggo City of Dati II Number 13 of 1975 Jo. number 09 of 1983, Jo. Perda number 14 of 1987, Jo. Number 18 of 2002. Decree of the Mayor of Probolinggo Number 43 of 2001 concerning the Organizational Structure and Work Procedure of the Probolinggo City Drinking Water Company.

Since its inception, PDAM is a public service that includes payments, complaints and new installations or house connections (SR) which are done manually, while PDAM customers cover all levels of society, starting from the lower middle class to the upper middle class. According to customer data as of

December 2016 there were 18,252 SRs, with various types of customers as follows, namely General Social: 221, Special Social: 180, Households: 16,834, Agencies: 217, Small Commerce: 729, Big Commerce: 49, Small Industry : 7, and Others : 15.

Various problems that can arise, for example in payment services, customers are required to come to the PDAM office with a water account number and queue for a long time to make payments. As a result, not a few customers often miss the water bill payment period, which makes the company's receivables high. Likewise, for pipe leakage and SR complaints services, customers or prospective customers must take the time and energy to register and report to PDAM officers at the PDAM office located on Jalan Hayam Wuruk No 5 Probolinggo City.

These various conditions in terms of public services make PDAMs make various innovation efforts to solve all problems that occur using SIBER PAM. SIBER PAM is an abbreviation of Information Socialization Based on People's Education about the services provided by PAM, especially by PDAM Kota Probolinggo using online facilities and direct approaches to customers.

The basis for this innovation regulation is the Decree of the Director of the Probolinggo City Drinking Water Company Number 25 of 2015 concerning the Integrated Management System of the Probolinggo City of Regional Drinking Water Company dated 31 December 2015 and the Decree of the Director of the Probolinggo City of Regional Drinking Water Company Number 26 of 2015 concerning Mobile Car Services. Probolinggo City Drinking Water Company Dated December 31, 2015.

The target of this innovation is aimed at all levels of society who live in areas that are far from the counters located at the PDAM office or in other words to facilitate customers who are far from the PDAM's service reach.

It doesn't stop there, in 2013, PDAM provided mobile service car facilities to accommodate customers making payments, receiving complaints and installing new (SR) for customers and prospective customers with ease. This strategy is aimed at customers who are located in residential areas far from the office location and water bill payment counter units.

This online application used by PDAM can guarantee service quality and is easy to use. SIBER-PAM is here by offering various easy access to PDAM services in one centralized application.

The introduction of this online-based service is a new method introduced to customers and employees of PDAM Kota Probolinggo. Therefore, it is necessary to socialize quite often with delivery that is easy to understand and understand by the community. This is done because the media used is a Smartphone (Android) device that requires a special application to operate. For employees themselves, the process of reading meters using Android is also relatively new, which was initially still manual (record on paper), with the transition from manual to the Android system, meter reading officers also needed adjustments and socialization.

With the development of the world of technology and according to needs, PDAM Kota Probolinggo in collaboration with PT. Bima Sakti Sanjaya began in 2013 in the form of meter reading with the Android system. The cooperation agreement developed in various sectors (fields), namely in the form of several things, namely first, BSINFO (Information).BSINFO is to assist in providing information from PDAM/PAM to its customers or the general public. Information is conveyed through an android application that can be downloaded on google play. Second, BSPAY (Payment Counter).The payment counter is a small part of billing at PDAM. This application has the advantage that it can be online and offline. Third, BSBS (Billing System).BS Billing System is an application designed to manage customer data, area data and tariff data. BSBS is also used to manage customer account billing data. Fourth, BSACC (Accounting). BS Accounting is a bookkeeping application specifically designed for the needs of PAM or PDAM, starting from code estimates, reports, journals, ledgers, financial reports, balance sheets and profit and loss reports tailored to the needs of PDAM Probolinggo City. Fifth, BSKEU (Finance). BS Finance is a system for recording financial transactions, where all PAM or PDAM cash income and expenditure activities must be recorded in the form of vouchers as accountability. Sixth, BSWH (Warehouse). BS Warehouse is a warehousing data management application. Regulate the entry and exit of goods and material supplies for PDAM Probolinggo City. Seventh, BSHR (Human Resource) and BSPL (Payroll). BS Human Resource was created to manage staffing data in the PDAM environment, which applies several formulas for calculating allowances and salaries in this application. Eighth, BSPRC (Planning). BS Planning is a new application developed at PDAM, where the function of this application is to make it easier for the planning department to record surveys in the field for

prospective customers, make RAB materials according to conditions in the field. And the ninth, BSHL (Subscription Relations). BSHL is an application designed for the needs of the Subscription Relations Section in PAM or PDAM. This application was created to facilitate the subscription relationship section to provide service to customers. BSHL is an application designed for the needs of the Subscription Relations Section in PAM or PDAM. This application was created to facilitate the subscription relationship section to provide service to customers. BSHL is an application designed for the needs of the Subscription Relations Section in PAM or PDAM. This application was created to facilitate the subscription relationship section to provide service to customers.

In addition to the BS INFO application, mobile car services are also a breakthrough that can improve the quality of service to customers. This is because it can provide convenience for customers to make water account payment transactions and find the latest information on PDAM services. In addition, with a mobile car service, customers can streamline transportation time and costs.

The strategy of using SIBER-PAM in an effort to improve service to customers is carried out in various forms of service methods that have been offered by PDAM Kota Probolinggo. First, the services provided at the time of payment at the Probolinggo City PDAM office starting in 2016, each customer has been provided with a customer card that has been accompanied by a barcode. This card has stored customer information which includes names, addresses, and landline numbers that distinguish one customer from another. It is hoped that this card will eliminate officer errors when making transactions. While the barcode printed on the card will be able to speed up the payment transaction process so that customer queues can be minimized.

The second service is a mobile car service facility for PDAM Kota Probolinggo which serves customer needs, from paying water bills, customer complaints, to providing registration for new installations or house connections. The activities carried out when providing services using mobile car services can be explained as follows. First, the chronology of new installations of prospective customers begins with registering and submitting the file to the officer. Then through the application contained in the smartpan, the data of this new prospective customer can be accessed by officers at the Probolinggo City PDAM office and immediately responded to be followed up. Second, The chronology

of water bill payments is actually not much different from the payment services carried out at the Probolinggo City PDAM office, only with this method customers can streamline transportation time and costs. The customer submits the customer card to the mobile car service officer who then scans the barcode printed on the card to find out the account value and then payment transactions can be made.

As for the operational technicalities of mobile car services, it is explained as follows. Implementation time is carried out every day from Monday to Saturday at 08.00 WIB to 12.00 WIB. Sunday from 05.00 to 09.00 WIB. (Girl Penter Mas activity). The area visited by the Probolinggo City PDAM mobile car service is divided into the

- West Region : Jl. Wijaya Kusuma,
- Northern Region : Kronong Mayangan Market, Alun-Alun,
- East Region : Wiroborang Market, and
- South and Central Region : Maramis Park.

The third service in SIBER-PAM is the use of the BS-INFO (Bima Sakti Information) application. BI-INFO is an android-based application to assist in providing information from PDAM Kota Probolinggo to customers or the general public. This application provides several service features and profiles of PDAM Probolinggo City accurately, transparently and reliably.

The use of the BS-INFO application can be done in the following ways, first, download the BS-INFO PDAM Probolinggo City Application through the Android Play Store. Then, open / click the BS-INFO application that has been installed on the mobile phone device then enter the connection number and customer name. The BS-INFO application has four main menus, namely first, Bills: to find out the amount of the water bill by entering the No. Connection and name listed on the water account (at least 3 letters in a row). Second, Complaints: customers/general public can submit information/complaints related to PDAM Probolinggo City services. Third, Profile: the menu contains the profile of PDAM Probolinggo City and payment locations. And the fourth is News:

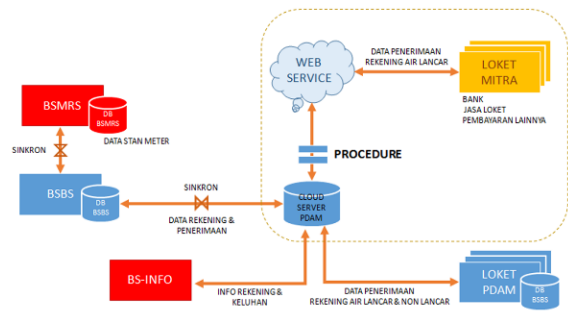


Figure 9. Billing System and BS-INFO Integration System Flow

From the results of meter reading using the android system (BSMRS: Bima Sakti Meter Reading System) the data obtained are in the form of meter numbers and photos, then the data is uploaded to the server. At the end of the month, the data is posted to the Cloud Server for billing and billing information (BS-INFO) using the BSBS (Bima Sakti Billing System) application. The billing data can then be accessed/downloaded by the official counters for the Probolinggo PDAM water account payment including partner counters.

The SIBER-PAM activity strategy has produced several outputs that can be utilized by PDAM Probolinggo City customers. One form of this achievement is the payment of water bills. Prior to the existence of SIBER-PAM, the majority of customers paid their accounts to the Central Counter from the 1st to the 20th of every month, especially when the payment deadline was on the 20th of every month, the condition for paying accounts had a long queue. Because payments after the 20th will be subject to a late fee of 10% of the total bill value, so many customers are competing to pay on the 20th of each month. With the scheduled mobile car service, it can reduce the queue of customers who pay at the central counter or at the assistant counter.

In addition, with the mobile car service, customers who are accustomed to making payments through PPOB will avoid additional bank administration fees when making payments at the mobile car service that has been provided and scheduled by PDAM Kota Probolinggo.

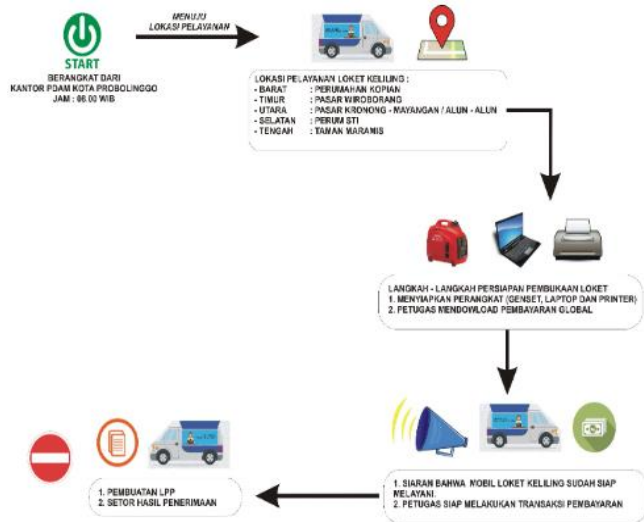


Figure 10. Mobile Counter Service Car Line

Table 2. Probolinggo City PDAM Water Account Receipt Data

MONTH	PAYMENT TRANSACTIONS AT CENTRAL LOKET	PAYMENT TRANSACTIONS IN CAR ROUNDING	TOTAL	%
	(Lbr)	(Lbr)		
JANUARY	17,164	922	18.086	5.37
FEBRUARY	16,904	852	17,756	5.04
MARCH	16,976	985	17,961	5.80
APRIL	16,791	1.015	17,806	6.04
MAY	16,806	1.089	17,895	6.48
JUNE	16,799	1,128	17,927	6.71
JULY	16,408	1,156	17.564	7.05
AUGUST	17,723	1.079	18,802	6.09
SEPTEMBER	16,519	1,152	17,671	6.97

4. Conclusion

Si Inol Aja has proven to be one of the most effective ways to eradicate open defecation (BABs), namely, firstly, people have healthy latrines with technological convenience, namely a direct cast system on the spot. Second, people have healthy latrines that are not difficult and not expensive, because they are paid in installments every month. Third, it is easier for people to have healthy latrines without having to wait for help from the government. Fourth, strengthen community participation and self-help. Fifth, provide new skills for builders who can expand their job opportunities in the surrounding area. And sixth, a synergistic partnership will grow between the government, the community and the business world to achieve better sanitation.

Meanwhile, the introduction of the SIBER-PAM strategy can guarantee an increase in the quality of services for the community. The presence of SIBER-

PAM can provide education to the public, especially customers of PDAM Kota Probolinggo and the means of socializing the services provided at this time have innovated to become more modern. Thus, through this strategy, conveniences in the use of public services will be offered. The first convenience that customers get is that it is easier and faster to access the services provided by PDAM Kota Probolinggo. More effective and efficient in terms of labor, transportation costs and time required in terms of payments, complaints and installation of new connections (SR).

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