

ABSTRACT

Village Government is a local government entity that plays an important role in providing public services to residents at the village level. One example is the services provided by the Kembangbilo Tuban Village Hall, which includes various basic services such as making KTP, KK, birth certificates, death certificates, business letters, bank loan letters, land documents, pension letters, SKTM, job application letters, as well as other supporting services which are not only for the general public but also include services in each sub-division. However, there is a main problem in population public services, namely the submission of application letters at the Kembangbilo Tuban Village Hall which is felt to be still not optimal in terms of time, utility and process flow, which ultimately causes a lack of information received by the community. In an effort to improve the quality of public services, it is necessary to analyze the management of business processes at the Kembangbilo Tuban Village Hall. This research aims to analyze and improve the public service process at the Kembangbilo Tuban Village Hall using a Business Process Management (BPM) approach. The research method used is a qualitative method with data collection techniques through literature study, observation, interviews and questionnaires. The initial step in this research was carried out by analyzing process findings based on data from service user questionnaires which were used to define service priorities that will be analyzed in this research. Then proceed with as-is business process modeling. After that, an as-is business process simulation analysis is carried out to evaluate the current process performance. The results of this simulation are then confirmed with the relevant parties at the village hall to ensure that the as-is business process modeling is in accordance with the reality in the field. Next, modeling the to-be business process, then simulating the to-be business process to evaluate the performance of the improved process. After that, a GAP analysis was carried out between the as-is and to-be business processes with the aim of identifying differences and improvements that have been achieved through implementing the to-be business processes. The results of the GAP analysis show that there is a significant increase in efficiency in terms of time and number of activities, as well as simpler business processes such as in as-is conditions, each business process

has a lot of activities and also takes a long time to complete the business process so it is not efficient in terms of time and activity. Meanwhile, in to-be conditions, each business process has fewer activities and shorter time, so it is more efficient in terms of time and activity. Based on the analysis that has been carried out, the results of the research show that the business process of submitting cover letters and as-is application letters has an average time of 49 minutes and 1 hour 1 minute with 19 activities and the utility of the three actors, namely the RT head, is 5.33. %, the head of service section was 6.89% and the applicant was 14.41%. The targeting business process recommendation produces an average time of 17 minutes with 11 activities and utilities from the three actors, namely the head of the RT at 52.00%, the head of service section at 40.00% and the applicant at 80.00%. Analysis and simulation show a significant increase in efficiency in terms of time and number of activities, so that existing business processes are simpler and more effective. Time efficiency increased by 547%, activity efficiency increased by 72.72%, and operational cost efficiency increased by 3.56%. This research also provides recommendations for improving the targeting business process in the form of website mockup recommendations to support the proposed targeting business process.

Keywords : Business Process Management, Village Government, Public Services, Redesign.