

Analysis of Child Identity Card (KIA) Ownership Through the Innovation Diffusion Theory Approach in Bogor Regency, West Java Province

Anya Risnawati Soerya Putri¹, Udaya Madjid², Gatningsih³

¹⁻³Faculty of Community Protection, Study Program Population Studies and Civil Registration (IPDN)
email: anjarisnawati@gmail.com, Udayamadjid@ipdn.ac.id, gatningsih@ipdn.ac.id

Abstract. The Child Identity Card (KIA) serves as an official identity document specifically designed for children and is recognized nationwide. The implementation of the KIA aims to optimize data collection, enhance protection, and improve public services for citizens while ensuring the protection and fulfilment of constitutional rights for children. Despite its national validity, KIA ownership in Bogor Regency remains significantly low at 24.58%, which contrasts sharply with birth certificate ownership at 94.56%, indicating a substantial implementation gap. This study ulfilme the innovation diffusion process regarding KIA ownership in Bogor Regency, identifies barriers to KIA ownership, and examines the efforts undertaken by the Population and Civil Registration Office to increase KIA ownership rates. The analytical framework employs Rogers' (2003:11) Diffusion of Innovation theory, examining four key dimensions: innovation, communication channels, time span, and social systems. A descriptive qualitative methodology was utilized for data collection and analysis. The findings indicate that while the innovation diffusion process demonstrates considerable progress in terms of innovation and social systems—with collaborative efforts increasing KIA ownership to 30.5%, particularly through the establishment of seven sub-district Technical Implementation Units (UPT) and programs such as Gebray Dukcapil and the 3-in-1 initiative—communication channels and timeframes require substantial improvement. The low prioritization of KIA among population documents and limited public understanding necessitate extended socialization periods by the Population and Civil Registration Office (Disdukcapil). Key obstacles include insufficient public awareness regarding KIA benefits and inadequate integration of reporting systems between sub-districts and UPTs despite their co-location. To address these challenges, interventions include the provision of online services through the SILOKA application, expedited one-day services via Gebray Dukcapil, mobile services (BOLING) for the 3-in-1 program, and collaborative partnerships with hospitals.

Keywords: Child Identity Card, Innovation Diffusion, Population Administration

Introduction

The Child Identity Card (KIA) represents an official identity document specifically designed for children and carries nationwide validity. The KIA is categorized into two distinct types: cards for children aged 0-5 years and those for children aged 5-17 years, with validity periods corresponding to the age categories of cardholders. According to Minister of Home Affairs Regulation No. 20 of 2016, Article 2 stipulates that the government issues KIA to enhance data collection, protection, and public services while providing constitutional protection and rights fulfilment for citizens. The KIA serves multiple purposes, including school registration, identity verification for banking services such as savings account opening, BPJS (Social Security) registration proof, and various other administrative

requirements. The fundamental purpose of KIA implementation is to optimize data collection, protection, and public service delivery for citizens.

However, KIA ownership rates in Bogor Regency remain critically low, with only 400,702 out of 1,630,479 children aged 0-17 years (24.58%) possessing the required document. This figure contrasts dramatically with birth certificate ownership, which has achieved 94.56% coverage (1,581,852 out of 1,672,888 children aged 0-18 years), indicating that 1,229,777 children lack KIA documentation. Previous research by Ichsan Rizky Wiratama et al., titled "Attributes of Innovation in Child Identity Card (KIA) Services Through the Siloka Website at the Population and Civil Registration Office of Bogor Regency," has examined this issue. However, the current study distinguishes itself by focusing specifically on KIA ownership in Bogor Regency through the lens of innovation diffusion theory, emphasizing the communication process regarding KIA information through innovative programs launched by the Population and Civil Registration Office of Bogor Regency.

This approach has contributed to social construction processes whereby communities gradually develop understanding of KIA purposes, benefits, and applications in public services, as well as recognition of children holding KIA documentation. The innovative programs play crucial roles in increasing KIA ownership rates, while the role of Disdukcapil in implementing program diffusion to communities demonstrates acceptance through excellent service delivery via innovation, communication channels, timeframes, and social systems.

Theoretical Framework

This research framework draws upon the Theory of Innovation Diffusion, conceptualized as a "new idea" for information dissemination that addresses the needs of Bogor Regency residents regarding the importance of KIA for children as a form of identity documentation. The KIA transcends mere identity card functionality, representing official state recognition of children as individuals possessing fundamental rights. Through KIA ownership, children gain enhanced access to public services and receive protection in administrative processes.

KIA implementation has been nationally mandated since 2016, based on Minister of Home Affairs Regulation No. 2 of 2016. This study was conducted in Bogor Regency, where the core problem regarding Child Identity Card ownership remains significantly low, with only 29.42% of children (approximately 1,229,777 children) possessing KIA documentation. Furthermore, the protection and fulfilment of citizen rights, particularly for children, are being pursued through the Child Identity Card initiative.

The analytical framework utilizes the theory proposed by Rogers (2003:11), which identifies four dimensions within Diffusion of Innovations theory:

1. Innovation: Ideas, actions, or goods perceived as new by individuals
2. Communication channels: 'Tools' for conveying innovation messages from sources to recipients
3. Time span: The innovation decision-making process, from initial awareness through acceptance or rejection decisions, including decision confirmation, closely related to temporal dimensions
4. Social system: A collection of functionally distinct units bound together in cooperation to solve problems and achieve common goals

The research methodology employs a qualitative descriptive approach to analyze KIA ownership in Bogor Regency through the Innovation Diffusion framework, specifically aiming to:

1. Analyze the innovation diffusion process in KIA ownership within Bogor Regency
2. Describe barriers to KIA ownership in Bogor Regency
3. Examine efforts undertaken by the Population and Civil Registration Office (Disdukcapil) to increase KIA ownership in Bogor Regency

Conceptual Framework

The study is grounded in the following legal foundations:

1. Law Number 24 of 2013 concerning Amendments to Law Number 23 of 2006 on Population Administration
2. Law of the Republic of Indonesia Number 35 of 2014 on Amendments to Law Number 23 of 2002 on Child Protection
3. Presidential Regulation Number 96 of 2018 on Requirements and Procedures for Population Registration and Civil Registration
4. Ministry of Home Affairs Regulation No. 2 of 2006 on Children's Identity Cards
5. Bogor Regency Local Regulation No. 2 of 2017 on Amendments to Bogor Regency Local Regulation No. 9 of 2009 on Population Administration Implementation

The conceptual framework illustrates the relationship between low KIA ownership (inversely proportional to high birth certificate ownership) and the Innovation Diffusion Process, examining how innovation, communication channels, time frame, and social system factors influence efforts to increase KIA ownership, ultimately leading to improved ownership rates.

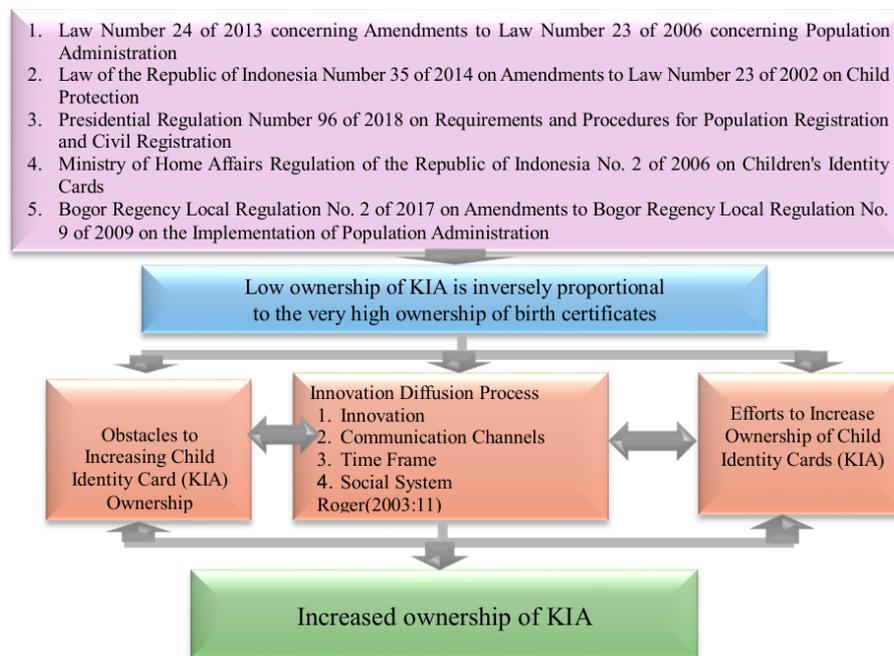


Figure 1. Conceptual Framework

Methodology

This research employs a qualitative descriptive approach to examine KIA ownership achievement, which demonstrates an inverse relationship with birth certificate ownership patterns. Primary data sources utilized to address research questions include key informants from the Bogor District Population and Civil Registration Office (Disdukcapil): the Head of Department, Head of Civil Registration, and Head of Population Registration; the Head of Communication and Information Office (Diskominfo); the Head of Education Office; the Head of Disdukcapil Sub-District Office in Cileungsi; the Head of Sub-District Office in Ciawi; and community members.

Sampling was conducted through the collection of supporting research materials identified in the field, including audio recordings and photographic documentation related to the research objectives. Data collection techniques encompassed interviews, observation, and documentation analysis.

Results and Discussion

The Innovation Diffusion Process in KIA Ownership in Bogor Regency

a. Innovation

The Population and Civil Registration Office has introduced several innovative approaches to population administration services, including the SMS Alert program, the 3-in-1 program, the Semangat Bogor Regency program (online certificates), Document Delivery services (in partnership with PT Pos), the Neng Titu Sehat program (Direct Three-in-One Service at Lower Cost), and the establishment of seven Disdukcapil Technical Implementation Units (UPTs) throughout Bogor Regency.

A key service provided by Disdukcapil to increase KIA ownership is the 3-in-1 Certificate program (Birth Certificate, Family Card & KIA), whereby citizens applying for birth certificates simultaneously receive family card data updates and immediate KIA issuance, with a daily quota of 200 documents. As part of digital transformation initiatives to enhance population service quality in Bogor Regency and provide excellent community service, the 2024 Population Administration Fair was launched. This program has contributed to increased KIA ownership, targeting a daily quota of 200 KIA cards.

The 2024 Population Administration Festival provides the following services:

1. E-KTP Printing: 800 Quota
2. 3-in-1 Certificate (Birth Certificate, Family Card & KIA): 200 Quota
3. Digital Population Identity Socialization & Activation
4. KIA (Child Identity Card): 200 Quota

Given that Bogor Regency represents the largest regency in West Java, comprising 40 districts throughout the region, the Bogor Regency Population and Civil Registration Office (Disdukcapil) has established seven Technical Implementation Units (UPTs) distributed across multiple areas, combining several adjacent districts to facilitate direct community services. This arrangement enables residents located far from the main Bogor Regency Population and Civil Registration Office to process population documents at the nearest UPT facility.

The UPT distribution across Bogor Regency includes:

- 1) **UPT I:** Located at Jalan Raya Parung No. 589, Parung Subdistrict, serving residents in Parung, Tajurhalang, Rancabungur, and Kemang subdistricts.
- 2) **UPT II:** Located at Rumpin Subdistrict Office, Jalan Prada Samlawi No. 2, serving residents in Rumpin, Parungpanjang, Gunungsindur, and Ciseeng subdistricts.
- 3) **UPT III:** Located at Jalan Raya Cibungbulang - Bogor No. 45, Girimulya, Cibungbulang District, serving residents in Cibungbulang, Dramaga, Tenjolaya, Ciampea, and Pamijahan districts.
- 4) **UPT IV:** Located on Bogor-Jasinga Highway KM 24, Leuwisadeng Subdistrict Office, serving residents in Leuwiliang, Leuwisadeng, Nanggung, Tenjo, Cigudeg, Sukajaya, and Jasinga subdistricts.
- 5) **UPT V:** Located at Jalan Ciasin, Bendungan Village, Ciawi Subdistrict, serving residents in Ciawi, Caringin, Megamendung, and Cisarua subdistricts.
- 6) **UPT VI:** Located at Jalan KH Halim No. 23, Cipelang Village, Cijeruk Subdistrict, serving residents in Cijeruk, Cigombong, Tamansari, and Ciomas subdistricts.
- 7) **UPT VII:** Located at Jalan KH Halim No. 23, Cipelang Village, Cijeruk District, Cileungsi District Office (Metland Transyogi Housing Complex), serving residents in Cileungsi, Jonggol, Klapanunggal, Tanjungsari, Sukamakmur, and Cariu districts.

Despite the strategic distribution of UPTs across multiple regions, a significant weakness persists in that UPTs are located within designated subdistricts, resulting in occasional data accuracy inconsistencies due to insufficient data integration between sub-districts and UPTs. Nevertheless, UPTs maintain daily population data reporting protocols, as both sub-districts and UPTs provide services using identical documentation systems.

b. Communication Channels

The Population and Civil Registration Office provides services to increase KIA ownership through community awareness initiatives regarding KIA importance. These efforts frequently involve educational materials and discussions to enhance community understanding of KIA and its applications; however, many individuals remain uninformed about KIA, particularly its practical uses. Public awareness of KIA typically occurs during birth certificate applications, as the 3-in-1 program ensures that birth certificate issuance automatically triggers family card updates and KIA distribution by Disdukcapil.

Significant knowledge gaps persist, particularly in Tanjungsari Subdistrict, located approximately 65 kilometers from central Bogor Regency. The area features challenging terrain with steep mountain roads and regions accessible only by two-wheeled vehicles, creating difficulties for Disdukcapil teams conducting outreach and socialization activities.

c. Time Period

The Bogor Regency Population and Civil Registration Office's efforts to increase KIA ownership through socialization and various innovations have not yet achieved target objectives. This shortfall occurs because many Bogor Regency residents lack understanding of KIA ownership importance and remain unaware of its purposes and benefits, resulting in limited interest in obtaining KIA documentation for their children.

KIA acquisition requirements include: a photocopy and original presentation of birth certificate; photocopy of original family card (KK) of parents/guardians; photocopy of original electronic ID card (KTP-el) of both parents/guardians; and two colored passport-sized photos (4x6 cm) for children aged 5-17 years. For children aged 0-5 years, passport photos are not required. Applications can be processed at sub-district offices or UPT locations, with a maximum issuance period of approximately two working days, or one working day with complete documentation.

Since KIA for children under five years does not require photographs, issuance processes are expedited. Consequently, the Population and Civil Registration Office (Disdukcapil) of Bogor Regency actively issues KIA cards for village distribution, as child presence is unnecessary. Disdukcapil has established a target of 60% KIA ownership by 2024; however, as of March 2024, achievement rates have reached only 30.5%.

The following table presents KIA ownership achievement rates by subdistrict in Bogor Regency:

Table 1. KIA Ownership Rates by Subdistrict in Bogor Regency

No	Subdistrict	Ages 0-17	Not Yet Available	Possess KIA	Ownership (%)
1	Cibinong	96,637	52,161	44,476	46.02
2	Gunung Putri	75,363	44,531	30,832	40.92
3	Citeureup	62,962	34,337	28,625	45.46
4	Sukaraja	55,828	31,207	24,621	44.10
5	Babakan Madang	36,411	27,768	8,643	23.74
6	Jonggol	39,274	29,746	9,528	24.26
7	Cileungsi	74,988	53,839	21,149	28.20
8	Cariu	13,575	8,866	4,709	34.69
9	Sukamakmur	27,657	25,461	2,196	7.94
10	Parung	36,399	24,017	12,382	34.02
11	Gunung Sindur	33,468	22,871	10,597	31.66
12	Kemang	30,732	15,191	15,541	50.57
13	Bojong Gede	69,391	40,322	29,069	41.89
14	Leuwiliang	39,086	29,516	9,570	24.48
15	Ciampea	49,493	37,563	11,930	24.10
16	Cibungbulang	44,487	33,987	10,500	23.60
17	Pamijahan	50,785	42,267	8,518	16.77
18	Rumpin	49,154	40,078	9,076	18.46
19	Jasinga	33,457	22,408	11,049	33.02
20	Parung Panjang	36,126	29,116	7,010	19.40
21	Nanggung	29,961	23,580	6,381	21.30
22	Cigudeg	44,615	37,807	6,808	15.26

No	Subdistrict	Ages 0-17	Not Yet Available	Possess KIA	Ownership (%)
23	Tenjo	23,917	19,632	4,285	17.92
24	Ciawi	34,483	24,469	10,014	29.04
25	Cisarua	39,694	31,644	8,050	20.28
26	Megamendung	33,886	26,181	7,705	22.74
27	Caringin	42,681	31,473	11,208	26.26
28	Cijeruk	29,963	16,765	13,198	44.05
29	Ciomas	42,687	23,433	19,254	45.11
30	Dramaga	32,234	25,275	6,959	21.59
31	Tamansari	31,791	21,493	10,298	32.39
32	Klapanunggal	38,627	27,705	10,922	28.28
33	Ciseeng	36,819	28,031	8,788	23.87
34	Rancabungur	18,408	10,652	7,756	42.13
35	Sukajaya	21,443	19,118	2,325	10.84
36	Tanjungsari	17,225	13,161	4,064	23.59
37	Tajurhalang	34,198	19,865	14,333	41.91
38	Cigombong	30,174	19,859	10,315	34.19
39	Leuwisadeng	24,466	18,633	5,833	23.84
40	Tenjolaya	20,002	14,964	5,038	25.19
Total		1,582,547	1,098,992	483,555	30.56

Source: Bogor Regency Population and Civil Registration Office, 2024

The data indicates that of 1,582,547 children aged 0-17 years, 483,555 (30.56%) possess KIA documentation, while 1,098,992 children lack KIA cards. This represents improvement from 2023, when 1,229,777 children lacked KIA documentation (approximately 24.58%). This progress results from various efforts by the Bogor Regency Population and Civil Registration Office (Disdukcapil), including innovative services such as outreach programs, applications, proactive village outreach, village-based population administration service assignments, and UPT establishment to facilitate and accelerate service delivery.

d. Social System

The Bogor Regency Population and Civil Registration Office endeavors to enhance the efficiency, comprehensiveness, and integration of population administration services across office locations, Technical Implementation Units (UPTs), and sub-districts, while providing direct field services. Collaborative efforts include partnerships with Leuwiliang General Hospital, aimed at simplifying patient and visitor processes for obtaining population documents such as Birth Certificates and Family Cards, thereby facilitating hospital administrative procedures regarding required population data.

Patients who give birth benefit from immediate birth certificate and KIA acquisition for their children, along with family card data updates. Private sector collaboration was also implemented in 2019, enabling children with KIA to receive discounts at Taman Safari, tourist attractions, restaurants, and facilitating bank account opening at Bank Jabar. However, this program has been suspended since the COVID-19 pandemic.

Barriers to KIA Ownership in Bogor Regency

The primary obstacles faced by Bogor Regency Disdukcapil include community perceptions that KIA lacks priority among population documents, resulting in limited consideration of KIA importance for children. Citizens typically approach Disdukcapil for KIA services only when children require public services or school enrollment.

Although administrative services for population documents are available at Disdukcapil UPT offices distributed across various regions, data integration with co-located sub-districts remains incomplete. Consequently, population data reports are prepared separately for submission to the Bogor Regency Disdukcapil Office. Additionally, UPT personnel have reported that promotional banner creation requires personal initiative and funding due to limited UPT budgets.

Efforts by the Population and Civil Registration Office to Increase Child Identity Card (KIA) Ownership in Bogor Regency

Implemented Efforts:

- 1) **SILOKA Application (Online Population Service System)**
SILOKA represents an Online Population Service System designed to streamline e-ID card and KIA registration processes. Residents can easily access the system via <https://siloka.dukcapilbogorkab.id> from any location. SILOKA registration facilitates faster electronic ID card and KIA printing through ADM (Anjungan Dukcapil Mandiri) without requiring Disdukcapil office visits.
- 2) **Gebyar Dukcapil**
The Bogor Regency Population and Civil Registration Office conducts Gebyar Dukcapil events to facilitate community access to population documents including electronic ID cards, child identity cards, family cards, and birth certificates. These events target 9,000 residents and offer one-day service, enabling participants to receive identity documents the same day. Collaboration includes partnerships with the Directorate General of Dukcapil and West Java Disdukcapil for blank electronic ID card supplies.
- 3) **BOLING (Bogor Keliling)**
BOLING (Bogor Keliling) represents mobile outreach services provided by the Office and UPTs, offering integrated services (3-in-1) for birth registration, death registration, electronic ID card recording, and resident biodata or family card modifications.
- 4) **Hospital Collaboration**
These partnerships organize population documents for patients and hospital visitors, handling administration and integrated 3-in-1 services for mothers giving birth, enabling immediate acquisition of birth certificates, KIA, and updated family cards.

Conclusion

Based on the analytical results, the following conclusions can be drawn:

1. The innovation diffusion process in KIA ownership within Bogor Regency, examined through four dimensions (innovation, communication channels, timeframe, and social system), demonstrates that the Population and Civil Registration Office (Disdukcapil) of Bogor Regency has achieved considerable progress toward KIA ownership targets. Numerous innovative programs have contributed to a 30.5% achievement rate of the 60% target established for 2024. The social system is well-established, enabling collaboration with relevant stakeholders in KIA issuance services, ensuring effective public service delivery for efficient and rapid population document management. However, public understanding of KIA remains limited, necessitating extended socialization periods by Disdukcapil, as KIA is not prioritized among essential documents. The existence of UPTs across multiple regions provides enhanced community service access, enabling KIA issuance within two working days or through one-day service options. Disdukcapil's communication channels in Bogor Regency remain effective in increasing regional KIA ownership through outreach activities, BOLING, and proactive outreach initiatives.
2. Persistent obstacles include limited community understanding of KIA purposes and benefits, except among those applying for birth certificates through the 3-in-1 program, which provides three documents (KIA and family card) upon birth certificate application. Although UPT Disdukcapil offices operate at sub-district levels providing identical services, daily population data reports lack integration, requiring separate reporting directly to Disdukcapil. Additionally, remote and isolated sub-districts create challenges for Disdukcapil teams conducting outreach activities.
3. Implemented efforts include service innovations both online and in-person from the Population and Civil Registration Office (Disdukcapil), such as the SILOKA application providing online services accessible via the Disdukcapil website link, and the Gebyar Dukcapil program offering one-day service with same-day population document collection as excellent service delivery. Bogor Regency Disdukcapil implements BOLING (Bogor Keliling) to provide

integrated or 3-in-1 services, where processing one document yields three documents. Additionally, Disdukcapil collaborates with hospitals to simplify administrative processes for patients requiring civil registration documents, implements the 3-in-1 program, and distributes KIA to villages for infants, as acquisition is facilitated without photo requirements provided complete resident data is available.

Recommendations

1. KIA ownership achievements in Bogor Regency should encourage Bogor Regency Disdukcapil to further enhance innovation in socialization efforts to raise public awareness regarding KIA importance for children's lives.
2. Bogor Regency Disdukcapil should strengthen community socialization efforts through both UPT channels and direct community engagement, particularly in areas distant from Bogor Regency's capital.
3. Current efforts by Bogor Regency Disdukcapil should be enhanced through expanded collaboration with relevant stakeholders to create service innovations related to KIA ownership.

References

Books

- Amrullah, M. Kholis et al. (2022). *Qualitative Research Methods; Equipped with Five Approaches: Ethnography, Grounded Theory, Phenomenology, Case Studies, and Narrative*. CV Literasi Nusantara Abadi, Malang.
- Bungin, Burhan. (2007). *Qualitative Research: Communication, Economics, Public Policy, and Other Social Sciences*. Kencana Prenada Media Group, Jakarta.
- Central Statistics Agency of Bogor Regency. (2024). *Bogor Regency in Figures 2024*. BPS Bogor Regency.
- Creswell, John W. (2009). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. SAGE Publications, Inc., United States of America.
- Gatiningsih. (2023). *Population Administration and Civil Registration Policy*. IPDN Press, Bandung.
- Rogers, Everett M. (2003). *Diffusion of Innovation*, 5th Edition. Free Press, New York.
- Soemartono, Triyuni. (2013). *Population Administration and Civil Registration*. Fokusmedia, Jakarta.
- Zudan Fachrullah and Endar Wismulyani. (2019). *Orderly Population Administration*. Cempaka Putih, Klaten.

Scientific Journals

- Layung Paramesti Martha, Irma Suci Adiyasa. (2022). Analysis of Communication Strategies in the Socialization of the Child Identity Card Program. *Journal of Social Communication Research*, 6(1), 9-18. <https://journal.unpak.ac.id/index.php/apik>
- Noer, Khaerul Umam. (2021). Assessment of the Implementation of the Child Identity Card Policy as a Fulfillment of Children's Rights. *Syntax Literate: Indonesian Scientific Journal*, 6(4). <http://dx.doi.org/10.36418/syntax-literate.v6i4.2098>
- Raisa Rafifiti Choerunnisa, Rosinta. (2021). Implementation of the Child Identity Card (KIA) Program Through the Use of the Population Administration Information System (SIAK) in the City Government of Cimahi. *Jurikom (Research Journal) Computer*, 8(6), 429-438. DOI 10.30865/jurikom.v8i6.3762
- Rizky Wiratama, D. Lituhayu, and R. S. Astuti. (2024). Innovation Attributes of the Child Identity Card (KIA) Service Through the Siloka Website at the Population and Civil Registration Office of Bogor Regency. *Nova Idea*, 1(3), 90-97. https://doi.org/10.14710/nova_idea.48722
- Rodlial Ramdhan Tackbir Abubakar. (2019). Implementation of the Child Identity Card Policy in Bandung Regency. *Good Governance Journal*, 15(1), 30-44.