



IMPROVING THE EFFECTIVENESS OF EMPLOYEE PERFORMANCE THROUGH PERSONALIZED BLENDED LEARNING METHOD AT DINDUKCAPIL BANYUMAS DISTRICT

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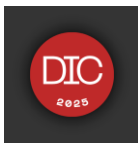
Abstract

Increasingly fierce competition in the digital era requires organizations to improve performance effectively and efficiently by utilizing technology. In this case, the Population and Civil Registration Office (Dindikcapil) of Banyumas Regency seeks to improve the performance of its employees to achieve organizational goals. One of the challenges faced is the lack of employee knowledge about the software used and the limited number of employees who perform application backups. To overcome this, the author proposes the implementation of a blended learning method that combines online and offline training to improve the effectiveness of employee performance. The internship carried out at Dindikcapil provided an opportunity for the author to be directly involved in various administrative processes and population services. This internship includes managing administrative data, inputting monitoring and evaluation data, archiving documents, and providing services to applicants. Through the implementation of digital information systems, such as integrated information systems and cloud computing, Dindikcapil is able to improve operational efficiency and the quality of public services. The results of the internship show that direct involvement in Dindikcapil's operations helped the author gain valuable practical experience and made a real contribution to improving the effectiveness of employee work. The blended learning method is expected to be a solution to overcome the existing obstacles, while improving the quality of human resources in Dindikcapil of Banyumas Regency.

Keywords: Dindikcapil, blended learning, performance effectiveness, digitization, information systems

Abstrak

Persaingan yang semakin ketat di era digital menuntut organisasi untuk meningkatkan kinerja secara efektif dan efisien dengan memanfaatkan teknologi. Dalam hal ini, Dinas Kependudukan dan Pencatatan Sipil (Dindikcapil) Kabupaten Banyumas berupaya meningkatkan kinerja pegawainya untuk mencapai tujuan organisasi. Salah satu tantangan yang dihadapi adalah kurangnya pengetahuan pegawai mengenai perangkat lunak yang digunakan dan terbatasnya pegawai yang melakukan backup aplikasi. Untuk mengatasi hal ini, penulis mengusulkan penerapan metode blended learning yang menggabungkan pelatihan daring dan luring guna meningkatkan efektivitas kinerja pegawai. Kegiatan magang yang dilaksanakan di Dindikcapil memberikan kesempatan bagi penulis untuk terlibat langsung dalam berbagai proses administrasi dan pelayanan kependudukan. Magang ini meliputi pengelolaan data administrasi, penginputan data monev, pengarsipan dokumen, serta pelayanan kepada pemohon. Melalui penerapan



sistem informasi digital, seperti sistem informasi terintegrasi dan cloud computing, Dindukcapil mampu meningkatkan efisiensi operasional dan kualitas layanan publik. Hasil kegiatan magang menunjukkan bahwa keterlibatan langsung dalam operasional Dindukcapil membantu penulis memperoleh pengalaman praktis yang berharga dan memberikan kontribusi nyata terhadap peningkatan efektivitas kerja pegawai. Metode blended learning diharapkan dapat menjadi solusi untuk mengatasi kendala yang ada, sekaligus meningkatkan kualitas sumber daya manusia di Dindukcapil Kabupaten Banyumas.

Kata Kunci: Dindukcapil, Blended Learning, Efektivitas Kinerja, Digitalisasi, Sistem Informasi

A. INTRODUCTION

Facing competition in this digital era, every organization is required to improve performance to be more effective and efficient by innovating in the field of technology. Increasingly fierce competition causes an organization to be able to increase the competitiveness they have in order to maintain the survival of the organization. Employees in an organization are the most important factor in determining the progress and retreat of an organization. To achieve organizational goals, employees are needed who are in accordance with the requirements determined by the organization and are able to perform their duties properly. Every organization will try to improve the performance of its employees in order to achieve the target goals of the organization. Good performance is performance that is done optimally. Employee performance is one of the capitals for an organization to achieve its goals so that employee performance is something that should be considered by organizational leaders.

One organization that wants their goals to be achieved by improving performance and good service is the Population and Civil Registration Office of Banyumas

Regency. The Population and Civil Registration Office or commonly abbreviated as Dindukcapil is one of the government agencies that handles population administration and civil registration, so employee performance will affect the goals that the agency wants to achieve.

Based on the results of the internship activities carried out by the author, there were several obstacles encountered during the internship process. One of the main obstacles found is the lack of knowledge about the software contained in some computers used by some employees. As a result, some employees have difficulty operating the applications needed. In addition, the number of employees who backup applications is still limited, causing imbalances in application management when facing unexpected obstacles.

Through the urgency encountered by the author, there is a method that can improve the effectiveness of employee performance, namely by implementing personalized blended learning where this method can improve the effectiveness of employee performance by providing training that suits their needs and fields of work. This method utilizes technology and combines online training and offline training so as to

create a flexible, efficient, and relevant learning system.

Based on the description above, the authors are interested in writing an article entitled "Increasing the Effectiveness of Employee Performance Through the Blended Learning Method at Dindukcapil Banyumas Regency".

B. IMPLEMENTATION AND METHODS

Internship is a form of learning that helps students adjust to the world of work. This activity provides many benefits for students, such as improving practical skills, providing valuable work experience, expanding professional networks, and improving adaptability to the work environment. In addition, internships can also help develop soft skills and hard skills in themselves. In this case, the author carried out internship activities at the Population and Civil Registration Office of Banyumas Regency which is located at Jalan Jenderal Soedirman No. 320A, Kauman Lama, Purwokerto Lor, Banyumas, Central Java. The internship started on August 5, 2024 until December 5, 2024.

Dindukcapil has a regulation that the working hours of employees and interns every Monday to Friday start at 07.15 WIB until 15.30 WIB while service hours for applicants start at 08.00 WIB until 15.00 WIB. During this time, Dindukcapil employees are responsible for ensuring that each service process runs smoothly and efficiently. To support smooth operations, the following agenda is required.

Digitalization of Information Systems in Accounting and Business at Dindukcapil

The digital information system implemented at Dindukcapil aims to speed up administrative processes and improve the quality of public services. In the context of accounting and business, financial and operational data management is increasingly dependent on the use of integrated software, as well as cloud-based data storage.

Use of Integrated Information System

Dindukcapil implements an information system that integrates various functions, from recording financial transactions to administrative reporting. With this system, employees can manage data more efficiently, reduce manual errors, and improve report accuracy.

Improved Internal Controls

Digitization also enhances internal control capabilities within organizations. With an automated system, transactions and reports can be monitored in real-time, enabling earlier detection of potential errors or discrepancies in data. This creates greater transparency and accountability in budget and population data management.

Cloud Computing for Effective Collaboration

The use of cloud computing technology allows Dindukcapil employees to access and share data easily and securely, without being tied to a specific location or time. This facilitates smoother collaboration between departments and speeds up administrative workflows.

The results and methods used in this internship activity are participatory methods, where the author is directly involved in providing services at Dindukcapil. Some of the activities carried out are as follows.

1. The writer numbered outgoing letters, official travel orders (SPPD), and certificates, then inputted them in the outgoing letter agenda book and SPPD agenda book.
2. The writer inputs monitoring and performance evaluation data from E-Office Banyumas and Emonev 2024 Banyumas into google spreadsheets and ensures that each data entered is in accordance with the predetermined format. The writer is also responsible for inputting E-KTP blank handover data into Microsoft Excel by recording each blank handover transaction in detail, including the date, number of blank, as well as the receiving and handing parties.
3. The writer helps to archive various important archives such as personnel data, finance, SPPD, and other documents. This activity includes sorting and grouping documents by category and date, as well as ensuring that each file is neatly arranged and in accordance with applicable archiving procedures.
4. The author assists the Civil Registration Services Division in recapitulating civil registration data from January 2024 to August 2024. The recap data entered is the data of applicants who have performed services in making birth certificates, death certificates, recommendation letters, child adoption certificates, and other civil services.
5. The author serves the applicant in collecting birth certificates, death certificates, second quotation certificates, marginal record documents (CP) and recommendation letters at counter 7. The author will search for the requested archives classified by date, then submit the file to the applicant by asking to check first whether it is in accordance with what was submitted.
6. The author records the Database Administrator's (ADB) data into the moving dispensation application list by inputting the applicant's data in full and in detail. This activity involves filling in the applicant's data, such as the letter number, applicant's name, applicant's NIK (Population Identification Number), applicant's home address, the purpose of the move, and the date the letter was issued. The author ensures that every data entered is correct and in accordance with the documents submitted.
7. The author assists employees in conducting Jemput Bola recording. Jemput Bola recording is one of the E-KTP making services provided by Dindukcapil to facilitate the community. This recording is done by visiting various

locations such as schools, villages, or other places in need.

8. The author assists the Front Office with various tasks that focus on population administration. These activities include Family Card printing, Child Identity Card printing, IKD (Digital Population Identity) service for applicants who want to have a digital identity, and serving applicants who want to find information about population and civil registration.

Through involvement in various processes, the author not only gained practical experience in the world of work, but also made a real contribution to the operational effectiveness of Dindukcapil Kabupaten Banyumas.

C. RESULTS AND DISCUSSION

In the ever-evolving digital era, every organization is faced with the challenge of adopting new technologies to improve operational effectiveness and performance. One of the sectors that has been heavily impacted by digitalization is government, which in this article is specifically the Population and Civil Registration Office (Dindukcapil) of Banyumas Regency. On the other hand, this sector also needs employees who are skilled in utilizing information technology to support their performance.

The application of digital-based information systems in the management of population and civil registration data not only facilitates administrative work but also increases accuracy and efficiency. However, to optimize the use of the

digital system, employees need to be equipped with adequate skills. This is where the author suggests applying the blended learning method where this method is a combination of face-to-face learning with online learning to improve the effectiveness of employee performance.

Definition of Effectiveness

In general, the theory of effectiveness is results and goal oriented where the greater the goals achieved, the higher the level of effectiveness. According to Beni (2016) effectiveness is the relationship between output and goals or it can be said to be a measure of how far the level of output, policies, and procedures of the organization. According to Mardiasmo (2017) effectiveness is a measure of the success or failure of achieving the goals of an organization in achieving its goals. According to Poerwanti and Suwandayani (2020) effectiveness refers to the understanding of the extent to which the plan prepared has succeeded in accordance with the expected goals.

Based on several opinions of experts it can be concluded that effectiveness is the level of success of a particular action carried out by certain individuals or groups to achieve predetermined goals. Action is said to be effective if the action is able to exceed the goals that have been set.

Definition of Performance

According to Moeheriono (2012) Performance is a description of the level of achievement of the implementation of an activity

program or policy in realizing the goals, objectives, vision and mission of the organization as outlined through the organization's strategic planning.

According to N. Andriyani, et al (2020) Employee performance is a result of the work achieved by a person in carrying out the tasks assigned to him based on skills, experience, and seriousness and time. Performance is about work activities and also the output resulting from these work activities.

Personalized Blended Learning

Personalized learning is a new knowledge to find out how to learn well for one's success. Personalization is personalized learning (the process, way, act of changing or modifying something), that is, learning that can adjust to the strengths, needs, and interests of the person himself (Patrick et al., 2013). Personalized learning provides a great opportunity for organizations to ensure employees understand and can use training materials quickly and effectively.

Blended learning is a strategy that combines the advantages of face-to-face and virtual learning. According to Semler (2005), blended learning combines the best aspects of online learning, structured face-to-face activities, and real-world practice. Blended learning strongly supports personalization of e-learning utilization because in the training process it can detect differences in training styles which is a form of adaptive personalization.

Every agency needs training to improve the effectiveness of its

employees' performance. One of them is the Population and Civil Registration Office of Banyumas Regency. This agency has certainly realized trainings to improve the performance of its employees. From the sources that the author obtained, the agency has conducted various trainings including:

In House Training for Excellent Population Administration Services that Make the Community Happy.

This training aims to equip Dindukcapil employees with the skills and knowledge needed to provide efficient, friendly services that meet the expectations of the community. With this training, Dindukcapil employees are expected to improve the quality of services they provide, which in turn can make people feel satisfied and happy with the services they receive. This training can also create a more productive, effective, and professional working atmosphere within the agency.

Technical Guidance on Capacity Building for Population Administration Service Apparatus.

This guidance is an important step in ensuring that population administration services can be carried out efficiently, accurately, and professionally. Through this guidance, the apparatus is given the skills and knowledge needed to use technology in services, communicate with the public better, and maintain personal data security. By increasing the capacity of the apparatus, it is expected that public satisfaction with population administration services can increase and a more transparent and reliable

administration system can be created.

Technical Guidance for Plenary Population Document Service Officers in Villages. This guidance is a strategic effort to improve the quality of population administration services at the village/kelurahan level. By providing comprehensive training on administrative procedures, the use of technology, service ethics, and data management, officers are expected to provide better, more efficient, and friendly services to the community. Through this technical guidance, public satisfaction with population administration services will increase, so that the services provided become more organized, transparent, and of high quality.

Field Learning Recognition

The activities carried out by the author at Dindukcapil Banyumas Regency are a form of implementation of the fifth semester courses in lectures. These theories are the basis that supports the implementation of the internship. Implementation related to activities during the internship are converted as follows.

Entrepreneurship

The entrepreneurship course discusses innovation, entrepreneurship, and opportunities in new and existing businesses, applications in the industrial sector, factors in economic growth, the role of government, business management, and growth, business planning, own business, field projects (manufacturing business, and business planning). Internship activities related to this course are in

the competency of basic concepts of entrepreneurship. The author observed this material in the canteen at Dindukcapil. Judging from how sellers are able to identify opportunities because they observe a vacuum, innovate by changing the food menu every day, dare to take risks if their dishes are not sold out, and have a creative attitude in selling merchandise and are confident in the dishes they prepare.

Implementation of entrepreneurship can also be done in Dindukcapil through the application of innovation, creativity and technology to improve the quality of public services. Although Dindukcapil is not a business institution, entrepreneurial principles such as risk-taking, good managerial skills, and efficient resource management remain relevant to improve the efficiency, effectiveness, and sustainability of civil registration services, such as the IKD application that allows people to access services online without having to come directly to the office. Technology-based services such as recording ID cards or making birth certificates online can help reduce queues and speed up the service process.

Organization and Leadership Theory

The Organizational and Leadership Theory course is a course that is expected to be able to understand the importance of organizational and leadership needs in society and the world of work, understand organizations and how to organize well, have motivation and organizational ethics and reliable leadership to support their performance and advance the

institution / institution. The subject matter of this course is divided into two subjects, namely organization and leadership. Organizational theory focuses on structures, processes, and relationships to achieve common goals by emphasizing efficiency and flexibility. Leadership theory examines how leaders influence and motivate teams in various ways such as making a match between leadership style and situation.

Internship activities related to this course on transformational leadership competencies and classical approaches in organizational theory. The activities that the author learned at the internship site were by looking at the leadership style in coordinating the employees there. Leaders can provide positive input in an effort to improve service quality, increase motivation to employees, and ensure organizational success in facing existing challenges and changes. In terms of job descriptions, they are very clear about their respective roles and responsibilities. This can help improve efficiency and ensure proper supervision in the civil registration process.

International Management

The international management course aims to prepare students to become an international manager who is knowledgeable and can develop a global mindset so that they are able to adjust, adapt and provide effective direction amid cultural, political and economic differences. To that end, students will study international business management with a cultural, strategic, and behavioral approach.

Students are expected to understand what stakeholders expect from them as well as the ways in which technology and social media are changing global relationships.

Internship activities related to international management courses on cross-cultural management competencies. One of the activities that the author learned at Dindukcapil Banyumas Regency was how to manage a Certificate of Residence for foreign nationals who want to live in the Banyumas Regency area. The applicant will submit the necessary requirements in order to live in Indonesia, especially in Banyumas Regency. After all the requirements are complete, employees verify and check the data through the embassy. Foreigners come from different cultures and different administrative systems. The administrative process in Indonesia must be able to accommodate diversity so it is necessary to understand and adjust to different habits, languages, and ways of communication.

Professional Ethics

Professional ethics is a course that discusses the formation of the author's norms, moral values and guidelines for regulating behavior in the work environment and daily life so that the author can choose which actions are good and bad and be able to regulate relationships with others, both through speech, words, and actions. This ethics serves as a guide to ensure that a person acts with integrity, fairness, responsibility, and respect for the rights of others.

Internship activities related to this course on the competency of

work professionalism. During the internship, the author found that employees have a fairly high level of professionalism by maintaining public trust and ensuring that services run efficiently, accurately and safely. They have good skills in explaining procedures to applicants and resolving problems or complaints in a professional manner. Every service process is conducted transparently by informing applicants of the requirements and procedures they must follow to obtain the service. If there is any discrepancy or error in the service, the applicant can make a complaint because Dindukcapil has a complaint mechanism. During the internship, the author learned about the professionalism of a person at work and learned a little about how to serve people who need services.

Information Technology Applications

Information Technology applications refer to the use of hardware, software, and information systems to manage, store, process, and disseminate information. Information technology includes a variety of tools and applications that enable users to access, manage and share data efficiently.

Internship activities related to this course on hardware and software competencies and information technology. During the internship activities, the author learned that in population and civil registration services, it turns out that there are many applications used such as the Digital Population Identity (IKD) application. This

application is used to facilitate population administration and provide convenience for the community in accessing public services. The IKD application stores personal information and population data in a secure digital format because it uses encryption technology and other security systems to prevent leakage. In addition to IKD, they also use the Centralized SIAK application. This application is specifically for employees in performing services. This application can only be accessed by employees by inputting their NIK and password.

During the internship, the author was given the opportunity to learn several applications used at Dindukcapil. The author also had the opportunity to directly apply an understanding of the applications they use such as Client-Centered SIAK, eSign Centralized SIAK, and SRIKANDI. The author also utilizes Microsoft Word to create certificates and statement letters and Microsoft Excel to input data requested by employees. This experience made the author know how in public services, they have their own information technology applications and made the author feel the real world of work.

Chinese IV (Elective)

Chinese is a course that studies speaking skills, grammar, vocabulary, pronunciation to Hanzi and pinyin writing characters. This course is expected to make the writer have simple conversations using Mandarin properly and correctly. In addition to learning

skills, Mandarin courses also learn about Chinese culture. Chinese culture prioritizes values such as discipline, hard work, respect for elders and seniors, and social harmony. These values not only reflect individual attitudes, but also shape the way Chinese people interact in daily life, whether in the family, education, workplace, or society in general.

The author's implementation at the internship site regarding this course is by applying simple conversations and daily greetings such as saying good morning and goodbye in Mandarin to fellow interns and some existing staff. Although the application of this course is considered less relevant because daily communication uses Indonesian, the author tries to apply it. Nevertheless, the Chinese culture such as prioritizing the values of discipline, hard work, respect for elders and seniors, and social harmonization can be implemented at the internship site.

Archival Management II

The Archival Management II course discusses the archival management system in various institutions, the positive and negative sides of the implementation of archival management in various institutions and efforts to improve the performance of archivists to support the smooth and development of institutional performance. Archival management can be said to be a series of systems that include planning, organizing, managing, and maintaining archives efficiently and effectively both in physical and

electronic form in accordance with their retention period.

Archiving activities encountered by the author at Dindukcapil Kabupaten Banyumas include the application of archive storage systems, archive classification, archive input, and archive numbering. Filing is classified based on a date system or chronological storage system. The author organizes archive files into archive boxes according to the problem they have and then puts them in a Filing cabinet. The author assists the Civil Registration Service field in archiving the finished applicant files using a time storage system then for some archives inputted into a recap in Microsoft Excel.

Public Speaking

The Public Speaking course discusses the theoretical review of rhetoric, public speaking activities, presentation script writing techniques, determining the theme or topic of the talk, research on the target audience, collection of supporting materials, psychological preparation and self-evaluation after making a presentation. Public speaking can be in the form of speeches, lectures, briefings, presentations, conveying information, teaching, remarks, orations carrying out events (MC), and speaking in front of people.

Activities related to this course at the Population and Civil Registration Office of Banyumas Regency were carried out in the Front Office section. The author assists employees in directing and providing information to applicants



who want to get services. The author also assists applicants in creating an IKD (Digital Population Identity) account and explains the steps and features in the application. In addition, the author was given the mandate to be the master of ceremonies at the PILKADA 2024 Integrity Pledge rally. The author always uses polite and understandable language in every interaction with the applicant. When dealing with applicants, the author chooses supportive words to increase confidence in communication.

Practicum/Work Integrated Learning

Work integrated learning is an activity that applies work practices with learning in an academic community. This course includes practicum material such as computer practice courses, public speaking, typing, archiving, language skills, secretarial practice, and several other courses studied in the Office Administration study program which in the learning process involves thorough practice. The author can develop relevant soft skills if they can apply them in the world of work later such as teamwork, communication, and problem solving. Work Integrated Learning is oriented towards the author's activeness.

The activities carried out by the author include operating a Personal Computer (PC) to support services, recapitulating data using Microsoft Excel, and making certificates and statements using Microsoft Word. In addition, the author also uses a printer machine to print the required documents.

Indirectly, the author also applies skills in typing to speed up the administrative process and ensure that the documents produced are neat and accurate. Filing activities are also carried out by the author by grouping archives based on time. Regarding secretarial practices, the author applies the knowledge that has been obtained, such as dressing neatly and politely, using polite language when communicating, and numbering outgoing letters and SPPD in the letter agenda book.

D. CLOSING

Summary

After participating in the internship carried out at the Banyumas Regency Population and Civil Registration Office, the author gained several benefits, both in the form of experience and knowledge, among others:

First, the Population and Civil Registration Office of Banyumas Regency is an agency engaged in the public sector, especially population registration and civil registration services.

Second, related to the implementation of the internship at the Population and Civil Registration Office of Banyumas Regency, the author gained a lot of knowledge and new perspectives on the world of work, and was able to directly apply the knowledge gained during lectures. In addition, this internship also helped the author in improving soft skills and hard skills.

Third, it can be concluded that employee performance has generally shown high dedication in carrying

out population administration and civil registration tasks. Employees show alertness and accuracy in providing services to the community, although there are some obstacles related to technical knowledge and limited human resources (HR) in several fields. To improve the effectiveness of employee performance, continuous training and development is needed, especially in mastering the software used, as well as additional human resources in areas that require more intensive management, such as data backup and applications. With improvements in these areas, it is expected that the performance of Dindukcapil employees can be optimized and services to the community can be improved.

Advice

Based on the observations made by the author during the implementation of internship activities, the author makes suggestions for improving the performance of the Population and Civil Registration Office of Banyumas Regency. This suggestion is realized by conducting increased software training. This training is carried out to increase the effectiveness of employee performance. Given that employees already work for 5 working days, training can be carried out according to the needs and desires of employees, anytime and anywhere, by utilizing technology. This training combines online methods that are tailored to the abilities of each employee on a regular basis, so that it can be carried out flexibly and effectively. Before conducting training, first analyze the training

needs to improve employee performance. Conduct a training needs analysis to identify the skills and knowledge that employees need to improve. Next, conduct surveys or interviews with employees to understand the challenges they face at work and the areas in which they feel competent. Regular evaluation through surveys and performance appraisals will help measure the impact of training on employee performance. Constructive feedback, such as discussion sessions and coaching, is essential to support improvements in employee performance and to tailor training to existing needs.

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