

**THE EFFECTIVENESS OF THE MARRIAGE MANAGEMENT
INFORMATION SYSTEM (SIMKAH) PROGRAM IN ADMINISTRATION
SERVICES OF THE RELIGIOUS AFFAIRS OFFICE (KUA) DISTRICT
MARISA, POHUWATO REGENCY**

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ABSTRACT

The purpose of this study was to determine and analyze (1) the effectiveness of the Marriage Management Information System (SIMKAH) program in the administrative services of the Office of Religious Affairs (KUA) Marisa District, Pohuwato Regency, and (2) the factors that determine the effectiveness of the Marriage Management Information System (SIMKAH) program.) in the administrative service of the Office of Religious Affairs (KUA) Marisa District, Pohuwato Regency.

This study uses a qualitative approach. The technique used to obtain the data is the technique of observation, interviews and documentation. Data analysis techniques are carried out through data collection, data reduction, data presentation and conclusion drawing/verification. The process of checking the validity of the data is carried out through diligent observation and triangulation.

The results of this study are (1) the SIMKAH program at the KUA administration service, Marisa District, Pohuwato Regency has not been effective; (2) the factors that become obstacles in realizing the effectiveness of the SIMKAH program are (a) the number of human resources that have not met the needs and lack of technical training for operators, (2) inadequate service support facilities both quantitatively and qualitatively, (3) system maintenance information has not been carried out regularly, and (4) the factor of public awareness of the use of SIMKAH is still low.

Keywords: Program effectiveness, Marriage Management Information System (SIMKAH), administrative services.

INTRODUCTION

Act. No. 25/2009 on public services states that public services are a series of process activities with the aim of meeting the needs of the community in accordance with the rules and regulations that apply to every citizen in the form of goods, services, and/or administrative services provided by public service providers in this case. is the government [1]. The implementation of public services is one of the main functions in the administration

of government which is the obligation of the State Apparatus as stated in Kepmenpan RI Number: 63/Kep/M.PAN/7/2003 dated July 10, 2003 in paragraph 1 point c states that public services are all service activities carried out by government agencies to meet the basic needs of people, communities, governments and entities as a form of implementation of all regulations issued by pemerintah, both at the central and regional levels [2].

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In the Regulations and Regulations of the Minister of Religion of the Republic of Indonesia No. 34 / 2016 concerning the Organization and Work Procedure of the Sub-district KUA, it is stated that the Sub-district KUA is operationally responsible to the Islamic Community Guidance Section and is fostered by the Head of the Regency/City level of the Ministry of Religion. One of the main tasks and functions of the Sub-District KUA is the administration of administrative services in terms of service, supervision, recording, and reporting of marriages and referrals for Indonesian residents who are Muslim in each District [3].

Prior to the use of information systems in administrative services at the KUA organization, Permenag No. 11/2007 in article 5 explains that marriage registration uses document registration [4]. Some of the problems that occur due to the increasingly widespread physical registration of marriages have caused problems, among others: such as the many cases of imitation of marriage books which have generally been circled which are identified with the issue of marriage. Problems in manual administration services The above has made guarantees for recognizing innovation-based governance more grounded, among others by the introduction of SIMKAH (Marriage Management Information System) which has received good input from the owner The application is the Director General of Islamic Community Guidance at the Ministry of Religion, particularly in modernizing innovation-based marriage registration at KUA sub-districts throughout Indonesia [5].

Director General of Islamic Community Guidance in the context of establishing an Information Technology (IT)-based government framework. As a reinforcement of changes in the development of information that must be

immediately carried out by all service providers from the central level to the regional level in the form of an administration that can manage data collection, monitoring and evaluation of marriage registration. SIMKAH is useful for collecting marriage information from all KUA. Apart from traditional management procedures, the SIMKAH program focuses on information consistency and providing integrated information [6].

Starting with this thought, the Ministry of Religion through the Director General of Islamic Guidance issued a regulation with No. DJ.II/369/2013 Regarding the implementation of SIMKAH (Marriage Management Information System) in all KUA Sub-districts throughout Indonesia [7]. The use of SIMKAH is further strengthened by the second circular/regulation from the Director General of Islamic Community Guidance at the Ministry of Religion No. B.4708/DJ.III.II.2/HM.00/11/2018 [8]. Based on the instructions from the director general, the implementation and implementation of marriage registration services has been implemented in all KUAs in the territory of the unitary state of the Republic of Indonesia, including in KUA Marisa District, Pohuwato Regency. In its journey, the SIMKAH program in the KUA administration service, Marisa District, Pohuwato Regency faced various problems regarding the effectiveness of the program that had not met expectations. These problems can be seen from the indicators of the effectiveness of the information system program in administrative services, namely 1) goal achievement, 2) integration, and 3) adaptation.

The achievement of the objectives of the SIMKAH program in the administrative service of KUA, Marisa District, Pohuwato Regency has not been

effective. Initial documentation studies in the field through the Strategic Plan (Renstra) of KUA Marisa Subdistrict, Pohuwato Regency for 2019-2023 have not shown complete milestones that describe the provisions for the achievement of SIMKAH program objectives [9]. The Operational Plan (Renop) of KUA Marisa Sub-district, Pohuwato Regency in 2021 also does not include the stages of achieving the SIMKAH program objectives in detail and measurably. There are still many married couples who do not use the SIMKAH program in their marriage registration administration services [10]. People who registered directly through online in 2019 amounted to 5.29% of the 178 number of marriage events and in 2020 it was 8.36% of the 206 number of marriage events. It can be said that there are still many people who use services conventionally / face to face, so the target of 100% utilization of the SIMKAH application has not been achieved.

Another problem in achieving the objectives of the SIMKAH program in the administrative service of KUA, Marisa District, Pohuwato Regency is that the legal basis in the form of Minimum Service Standards for the SIMKAH program in administrative services is not yet available in standardized standardized documents by the KUA leadership of Marisa District, Pohuwato Regency. Although based on the marriage administration's assessment of the practicality of Standard Operating Procedures (2014 Public Sector Integrity Survey), the KUA of Marisa District, Pohuwato Regency got a score of 6.67 higher than the ideal standard of 6.00, but until now there is no minimum service standard document for the program. SIMKAH in the administrative service of KUA Marisa District, Pohuwato Regency.

The state of human resources in charge of the SIMKAH KUA program,

Marisa District, Pohuwato Regency quantitatively the number of officers is not proportional to the number of Marisa District residents who need services in marriage where in 2019 there were 178 pairs in marriage events and in 2020 it increased to 206 pairs in marriage events. Lack of human resources at KUA Marisa, considering that Marisa District is the center of the capital city with a large population, the lack of human resources in Marisa District KUA causes services that are not optimal. Qualitatively, SIMKAH operators, who are still temporary workers with salaries below the provincial government minimum wage, are seen as not yet qualified in providing SIMKAH-based administrative services effectively.

Another indication related to the ineffectiveness of the SIMKAH KUA program adaptation process, Marisa District, Pohuwato Regency is indicated by the condition of the infrastructure that has not yet fully supported the service. Several problems related to the effectiveness of the SIMKAH program in the administrative services of the KUA, Marisa District, Pohuwato Regency have not met expectations, this can be seen from the various factors that determine the effectiveness of the SIMKAH program. These factors can be revealed based on 1) human resource factors, 2) facilities and infrastructure factors, 3) technology and information factors, and 4) community awareness factors.

Public Administration

This public administration terminology comes from the United States and England which was originally translated into the science of public administration. Public administration is all administrative activities for all public affairs (public interest and public affairs) [11]. "Public administration is said to be a public service in implementing policies obtained from other parties [12]. Public

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administration is all actions taken to implement government policies to provide services to the community [13]. Public Administration is a complex combination of theory and practice, with the aim of promoting an understanding of government in relation to the society it governs, and also encouraging public policy to be more responsive to social needs [14]. Public administration can be seen as a service received by citizens [15]. Public administration is closely related to the affairs of various groups privately and individually in the services received by the community. The context of public administration is HR activities related to organizing nature and humans for the achievement of goals [16]. Public administration as "a collaborative process of groups of people in formulating, implementing (implementing) various policies and programs to meet community needs and achieve state goals efficiently and with social justice" [17]. Public administration in an upheaval and turbulence situation that requires interrelations and interdependence between components [18].

Public service

Public services or public services can be defined "as all forms of services, both in the form of public goods and service which in principle is the responsibility and is carried out by government agencies at the center, in the regions, and within the State-Owned Enterprises or Regional-Owned Enterprises, in an effort to meet the needs of the community as well as in the context of implementing the provisions of laws and regulations" [19, 20, 21]. Thus, "public service can be interpreted as providing services (serving) the needs of people or communities who have an interest in the organization in accordance

with the basic rules and procedures that have been set".

Effectiveness in Concept

Effectiveness comes from the word effective which means having an effect [22]. The word effectiveness measures the achievement of goals and objectives, so to be able to achieve results and goals, how the measurement method is carried out. An appropriate equipment in order to achieve the goals set is one of the meanings of effectiveness [23]. "This is inspired by the statement of a management expert named Peter Drucker who defines effectiveness and efficiency. According to him, effectiveness is doing the right thing (doing the right things), while efficiency is doing the right thing (doing things right)" [24].

The effectiveness of a program can be measured from several elements. The measure of effectiveness is seen from 1) Goal Achieving, 2) Integration, and 3) Adaptation. The achievement of goals is related to the process of achieving the goals consisting of determining the achievement through a period of time, the main target is the target, and the implementation footing. Integration is measuring the implementation of information delivery, cooperation and communication through the determination of appropriate ways, and the process of delivering information. Harmony adaptation to the environment through development expertise and tools to support activities [25].

Factors that Determine Program Effectiveness in Services

Several factors determine the effectiveness of the program in administrative services, namely (1) human resource factors, (2) facilities and infrastructure factors, (3) technology and

information factors, and (4) community awareness factors [26].

HR is a mover, thinker and planner to achieve organizational goals effectively. Means are anything that can be used as a tool to achieve a goal or goal. Infrastructure is everything that is the main support for the implementation of a process (business, development, project). Technology and information is "Accessibility of information is a dimension that affects public services, this is based on the idea that substantially the management of public information today has received serious attention from various groups, both government and other public institutions" [27]. The awareness factor of the community is born from the community itself which is born from habits in society, influenced by the environment, regulations and the role of the government.

Marriage Management Information System (SIMKAH)

SIMAKH is a machine tool made by humans with an integrated model or design, to be able to provide an overview of information as a basis for determining the policies needed by the leadership [28]. Management information system is an information process where the process starts from data that is recorded, stored and processed to get results as material for the planning, implementation and evaluation process in order to become more effective and efficient, this information system needs to be improved and improved to become more effective and efficient. better so that it is easy for users to operate in this case is the community itself [29].

RESEARCH METHODS

The approach used by researchers is to use a qualitative approach. The field research used by the author has a descriptive nature and seeks to reveal and

describe the implementation of the SIMKAH service program in its application in the administrative management of KUA, Marisa District, Pohuwato Regency.

The main/primary data sources are First, oral data in the form of information from 8 trusted informants obtained by researchers from interviews at the research location. Second, archival documentary data or marriage record data for the last two years, namely 2019 to 2020 and regulations and service mechanisms for the SIMKAH Program.

Strategies that can be used by researchers in carrying out data collection are observations, interviews and documentation. The qualitative data analysis technique in this study is an interactive model consisting of 1) Data Collecting (Data Collection), 2) Data Recuction (Data Reduction), 3) Data Presentation, and 4) Conclusion Drawing or Verification. The process of checking the validity and validity of the data in the study used the observation and triangulation persistence technique.

RESEARCH RESULT

Achievement of objectives

Efforts to achieve the goals and objectives of the SIMKAH program in the KUA administration service, Marisa District, Pohuwato Regency are contained in the KUA program and implied in the vision and mission. Government support for the use of management information systems is basically indirectly reflected in the vision of KUA Marisa Kecamatan District Pohuwato Regency is the realization of the Marisa community as an independent society. This is also reflected through one of the missions of KUA Marisa Subdistrict, Pohuwato Regency, namely improving quality administrative management, including through the SIMKAH program which provides complete, fast and accurate information.

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However, the achievement of the objectives of the SIMKAH program in the administrative service of KUA Marisa District, Pohuwato Regency has not been realized effectively.

In the Strategic Plan of the Ministry of Religion (Kemenag) RI for 2020-2024 page 30 it is stated that based on PMA Number 34 of 2016 concerning the Organization and Work Procedure of the District KUA, the District KUA carries out functions including the implementation of services, supervision, recording and reporting of marriages and reconciliations. directly related to religious administration services to the community [30, 31]. To meet the quality standards of KUA services, SIMKAH was developed which was integrated with the Population Administration Information System (SIK) of the Ministry of Home Affairs, so that duplication of data on marriage events could be avoided. So it can be said that this document only narrates the development of SIMKAH, does not mention in detail and measurably the overall effort to achieve the objectives of the SIMKAH program in the administrative service of KUA, Marisa District, Pohuwato Regency which is seen as a process. In the Strategic Plan of the Ministry of Religion of Pohuwato Regency for 2020-2024 there is also no mention of the SIMKAH program, there is no description of the stages, both in the sense of phasing out the achievements of its parts and phasing in the sense of periodization that can guarantee achievement of the ultimate goal of the SIMKAH program [31].

In the Annual Work Plan (RKT) of KUA, Marisa District, Pohuwato Regency for the last five years from 2016 to 2021, there are no work planning items related to the SIMKAH program.

Integrasi

The SIMKAH program is operated in accordance with the standard operating procedures for SIMKAH as an application program, namely the Online SIMKAH Service Procedure in 2021. Although there are standard operating procedures for SIMKAH in the administrative services of KUA, Marisa District, Pohuwato Regency, there is no Minimum Service Standard in standardized documents by the KUA leadership. which regulates (1) Service Procedures, (2) Completion Time, (3) Service Products, (4) Service Fees, (5) Facilities and Infrastructure, and (6) Competence of Service Providers as stated in PP No. 2/2018 concerning SPM replacing the previous PP No. 65/2005 concerning guidelines for the preparation and implementation of SOPs and SPMs, in which this regulation requires that each program be carried out in accordance with structured procedures and has definite objectives, making it easier to monitor and evaluate a program that is currently being implemented.

KUA Marisa Subdistrict, Pohuwato Regency does not yet have a SIMKAH program service standard as our basis for assessing and assessing the extent to which the effectiveness of the program is implemented by the provider and or recipient of marriage administration services. The unavailability of this SIMKAH program service standard, so it cannot be socialized as a basis for certainty for recipients of administrative services in the field of marriage registration..

In terms of integration to realize the effectiveness of the SIMKAH KUA program, Marisa District, Pohuwato Regency, it also shows that program socialization is not carried out regularly, consensus with other parties / agencies is not carried out, and communication for the smooth running of the program has not

developed effectively. The lack of implementation of socialization activities in the implementation of SIMKAH implementation, both carried out by the KUA of Marisa District and the Population and Civil Registration Office of Pohuwato Regency, seems to have greatly impacted the results of providing services to the community in Marisa District. The reason for not implementing this socialization is because of the unavailability of funds, thus giving birth to different assumptions from the people of Marisa District and regarding the importance of registering marriages through the SIMKAH program, which has not been fully implemented to fulfill community rights. In fact, socialization, consensus and communication from KUA Marisa District and the Population and Civil Registration Office of Pohuwato Regency are still very minimal and poorly implemented.

Adaptation

In terms of adaptation to realize the effectiveness of the SIMKAH KUA program, Marisa District, Pohuwato Regency, it shows that human resources and infrastructure for program implementation have not been implemented effectively. In terms of human resources, SIMKAH operators have not been able to carry out service tasks optimally, there is still overlap between their duties as operators and other official duties. This is because of the dual position of SIMKAH Operator, which amounts to 1 person as well as Financial Report Administrator at KUA, Marisa District, Regency Pohuwato. In document Uraian Tugas KUA Marisa Subdistrict, Pohuwato Regency, is mentioned as an operator SIMKAH has rank and Pramubakti group with Honorary status..

In terms of infrastructure, the KUA building, Marisa Sub-district, Pohuwato Regency is old and there is some heavy or

light damage on several sides of the building. The Marriage Hall space is also inadequate, it seems cramped for the implementation of the marriage contract. Meanwhile, there is no room for the One Stop Service Unit (PTSP) which is the point center for KUA administrative services, Marisa District, Pohuwato Regency. Researchers can observe the state of some office equipment/furniture such as broken tables, chairs, and filing cabinets. Some rooms are less comfortable because the hot air is not supported by the air conditioner. Meanwhile, it appears that 1 unit of computer and printer used by the SIMKAH operator is in good condition, but this computer is not used specifically for SIMKAH-based administrative services and is also used to manage other general administrative data. KUA Marisa District, Pohuwato Regency, is supported by an internet network that uses the Indihome package, but often experiences instability problems.

The findings of this study are based on aspects of the effectiveness of the SIMKAH program in KUA administration services, Marisa District, Pohuwato Regency, seen from the indicators of achieving goals, integration and adaptation have not been running effectively.

Human Resources

The factors that determine the effectiveness of the SIMKAH program in KUA administrative services, Marisa District, Pohuwato Regency in terms of human resources are very minimal, very hampering the management of SIMKAH and need additional personnel, especially civil servants. Human resources are factors that hinder or become obstacles to realizing SIMKAH program effectiveness in the administrative service of KUA Marisa District, Pohuwato Regency.

Efforts to recruit human resources specifically assigned to the Marisa District

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KUA have only reached the stage of proposing additional ASN personnel by the Marisa District KUA to the Ministry of Religion of Pohuwato Regency. In the nomenclature of the head of the Marisa District KUA letter to the Ministry of Religion of Pohuwato Regency No. B-118/ Kk.30.03/1/KU.00.2/04/2021 dated April 9, 2019 regarding the Application for Additional Human Resources and Infrastructure for the Marisa Sub-district KUA, it was stated that the improvement in the quality of the Marisa District KUA service, which is in the center of the capital city of Pohuwato, as well as the high level of service For people who need KUA services, there needs to be additional human resources (PNS) and additional service facilities and infrastructure.

In relation to human resource development efforts, the Marisa Sub-district KUA and the Pohuwato Regency Ministry of Religion do not yet have a human resource development program through further studies or training or technical guidance (Bimtek). Apart from not being included in the Annual Work Plans of the two institutions, there is also no special budget allocation for funding for further studies and technical guidance.

If observed carefully, the limitations of human resource factors are related to the lack of human resource development efforts for the SIMKAH program in the KUA administrative service, Marisa District, District. Pohuwato. This matter indicated by the lack of human resource development efforts, either through the recruitment of new workers, further studies, training / technical guidance and guidance to SIMKAH operators.

Facilities and infrastructure

Facilities and infrastructure are factors that hinder / obstacles to realizing the SIMKAH program in administrative

services effectively. Some efforts to improve facilities and infrastructure have not been carried out. The condition of office buildings is still suitable to be used to provide services to the community but various building maintenance/maintenance efforts are not carried out.

Various development efforts for facilities and infrastructure so far have only reached proposals. The application letter from the Marisa District KUA to the Ministry of Religion of Pohuwato Regency has not received actual follow-up to meet office needs. It appears from the Marisa District KUA Annual Work Plan and the 2021 Pohuwato District Work Program that there is no facility and infrastructure development program for the Marisa District KUA.

If observed carefully, the limitations of the facilities and infrastructure factors are related to the inadequate condition of office buildings and completeness of infrastructure facilities for the SIMKAH program in KUA administrative services, Marisa District, Pohuwato Regency. This is indicated by the lack of efforts to develop service facilities and infrastructure through the addition of service equipment in the form of a PC 1 Unit, and Epson Printer (marriage book printing equipment), Heavy Rehab of the Marisa District KUA Building and procurement of other office equipment, especially air conditioners.

Technology and Information

Technology and information are factors that hinder/constraint to realize the SIMKAH program in administrative services effectively and have not fully supported the SIMKAH program where there was no special website developed by KUA Marisa District, Pohuwato Regency which contains various information that can be used as a medium of socialization and SIMKAH program communication in

marriage administration services so that it can be read and viewed by internet users through search engines. The technology and information owned by KUA, Marisa Sub-district, Pohuwato Regency to support the organization's service performance is only limited to the online SIMKAH application.

The model for the procurement of various information archives for KUA services, Marisa District, Pohuwato Regency already exists that is integrated with SIMKAH, namely in the form of data inputted by the operator into the application. However, in general, the use of modern technology in managing archives has not been implemented by KUA Marisa District, where one of the initial processes in utilizing technology-based document management technology is the process of media transfer. Most of the Marisa Sub-district KUA documents are still in physical form or document sheets have not been converted into soft copy documents.

The unavailability of technology and information in the form of a special website developed by the KUA of Marisa District, Pohuwato Regency, makes the lack of the latest news presentations about SIMKAH program-based administrative services. Information about SIMKAH can only be accessed on the <https://simkah.kemenag.go.id> page. The limitations of technology and information provided by the District KUA Marisa Kabupaten Pohuwato membatasi akses users of various services provided by KUA Marisa District, Pohuwato Regency. This has also limited information for the public.

Citizen's awareness

Awareness of the community is a factor that hinders / obstacles to realizing the SIMKAH program in administrative services effectively where public awareness is still minimal also becomes

an obstacle for the implementation of the SIMKAH program, they only learn on their own about SIMKAH through YouTube or get information from friends in the community. developed cities, obtained from the internet and information from other regions, so that people have absolutely no interest in using it and register for marriage directly with the KUA. People have low motivation to use SIMKAH. Some brides and grooms can find out the use of SIMKAH after they come to KUA and receive information and encouragement from KUA officers to use SIMKAH. The ability of the community to use SIMKAH in this case the bride and groom is also very low. Some brides and grooms seem to be assisted by the operator to open the SIMKAH page.

The findings of this study based on aspects of the factors that hinder/constraint to realize the effectiveness of the SIMKAH program in KUA administrative services, Marisa District, Pohuwato Regency, namely (1) human resources have not been developed through recruitment of new workers, further studies, training / technical guidance, and human resource development, (2) the condition of office buildings and infrastructure facilities is not adequate, (3) information technology has not been developed in a special KUA website that provides service information that can be accessed by the public, and (4) public awareness to be motivated and able to use SIMKAH is still low.

DISCUSSION

The effectiveness of the SIMKAH program

This statement states that the "SIMKAH" program in the KUA administrative service, Marisa District, Pohuwato Regency has not been running effectively. If it is associated with the grand theory of this research, that public administration seeks a regulatory

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management model that must be managed by the government so that it is in accordance with the values of effectiveness, efficiency, and better fulfillment of community needs [14], it can be said that the KUA of Marisa District, Pohuwato Regency, in carrying out actions to provide services to the community have not been fully able to meet the needs of the community and the achievement of state goals effectively.

Referring to the middle theory regarding services [14], it can be stated that the responsibility for using SIMKAH in order to fulfill the needs of marriage administration services by the KUA of Marisa District, Pohuwato Regency has not been fully effective. Whereas the findings of Abubakar's research [33] confirm that SIMKAH is an administrative strategy applied to the District KUA that can assist local administrative actions, make it easier for users to obtain information and monitor relationships, avoid errors in recording marriage books, which are not in accordance with statutory regulations. Therefore, the SIMKAH program services in administrative services must be optimally streamlined by the KUA of Marisa District, Pohuwato Regency as a government agency in the region in an effort to meet the needs of the community as well as in the context of implementing regulatory provisions. legislation, especially in Law no. 25/2009, Chapter I, Article 1, paragraph (1) regarding public services.

Achievement of objectives

Based on Emerson's theory [23], it can be said that the KUA of Marisa Sub-district, Pohuwato Regency does not yet have a measure of achieving predetermined goals or objectives, and there is no clear measurement in achieving the objectives of the SIMKAH program in

marriage administration services. Therefore, it can be understood that the findings of this study indicate that the targeted SIMKAH program targets have not been concretely realized. This could be because the size and method of achieving the goals or objectives have not been previously defined in detail, detail and clearly.

Integration

Based on Duncan's theory [25] regarding the measurement of program effectiveness, the researcher argues that the KUA of Marisa District, Pohuwato Regency has not been able to optimally integrate the program to conduct socialization, consensus development and communication. Whereas Anwar's research findings [23] confirmed that the application of the online SIMKAH application in the orderly administration of marriage registration functions as the application of family law (ahwal al-syakhsyah) for the Muslim community by following the technical regulations that apply and continuously being socialized for the success of the program. Therefore, researchers can point out that the application of the online SIMKAH application in the orderly administration of marriage registration at the KUA Marisa District, Pohuwato Regency has so far been less effective, this does not guarantee excellent administrative services to the community and does not provide a sense of security, comfort, and convenience. and ease of accessing marriage registration data.

Adaptation

If based on Duncan's theory [25] regarding the measurement of program effectiveness, the researcher argues that the adaptability of KUA Marisa District, Pohuwato Regency to the SIMKAH program has not been realized optimally.

Taking into account the theory of Chander and Plano [34] regarding public administration, the KUA of Marisa District, Pohuwato Regency should be able to carry out a cycle in which public assets and labor are coordinated to think, implement, and oversee choices in the general public in this case the application of the SIMKAH program in marriage administration services. .

Referring to the theory of Dicson and Wetherbe [35], the effectiveness of the SIMKAH program in marriage administration services is related to the quality of the apparatus in terms of the level of knowledge, ability and willingness that can be submitted by SIMKAH program managers. This is because the manager will know the direction of the goal in implementing the SIMKAH program. The competence of administrators, especially operators of the SIMKAH program, is required in the SIMKAH program. In addition, the office or institution as a tool is very important in the implementation of the SIMKAH program. For these situations, the office is used to work with or assist the development and implementation of public authorities. The accessibility of offices and foundations will facilitate the implementation of public authority for the SIMKAH program.

Factors that determine the effectiveness of the SIMKAH program

The findings of this study are that there are factors that determine the effectiveness of the SIMKAH program in the administrative service of KUA Marisa District Kabupaten Pohuwato. Some of these determinants are factors that hinder or become obstacles to realizing the effectiveness of the SIMKAH program. These constraints come from factors (1) Human Resources, (2) service support facilities, (3) information technology, and (4) public awareness. This is in line with

the theory of Shah [26] which suggests several factors that determine program effectiveness in administrative services. If you pay attention to the views of Streers [25], then the factors that affect the SIMKAH program in administrative services must receive serious attention.

Human Resources

The findings of this study are that human resources have not been developed through the recruitment of new workers, further studies, training/Bimtek, and human resource development. This is in line with the findings of Anwar's research [23] that the inhibiting factors in implementing the online SIMKAH application include the limited human resources of operators. Therefore, the researcher's view is that the KUA in Marisa District, Pohuwato Regency, is the time to develop human resources. This is because human resources are a very important factor that cannot even be separated from the KUA, Marisa District, Pohuwato Regency because they are the movers, thinkers and planners to achieve the objectives of implementing the SIMKAH program in administrative services effectively.

HR is the most important aspect, because with HR causes other resources in the organization to function / run. Thus, it can be stated that human resources at the KUA, Marisa District, Pohuwato Regency, especially the SIMKAH program operators can produce productive performance with products that can be measured through effectiveness and time efficiency. Through Successful HR is important for the initiative/ Head of KUA Marisa District Regime Pohuwato to explore the most ideal approach to using individuals in KUA Marisa District, Pohuwato Regulation so that the ideal goals in the SIMKAH program can be achieved. The level of training assumes an

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important part of the time spent working on HR properties.

Facilities and infrastructure

The findings of this study are that the condition of office buildings and the completeness of infrastructure facilities is not adequate both quantitatively and qualitatively. This is in line with the findings of Anwar's research [23] that the inhibiting factors in implementing the online SIMKAH application include the availability of inadequate technological support facilities and the condition of the internet network which is still weak. Therefore, the researcher's view is that the KUA in Marisa District, Pohuwato Regency must ensure the availability and quality of supporting facilities for the SIMKAH program. Taking into account the theory of Sukoco [36] and Dwiyanto [37] that the interconnectivity of the equipment used in carrying out the functions and responsibilities of administrative services will make it easier and closer for administrative officers to complete tasks effectively and efficiently. This confirms that the quality and quantity of equipment used by the KUA, Marisa District, Pohuwato Regency will affect the procedure, process speed and quality of output that will be produced by the SIMKAH program.

Observing the theory of Zeithaml, et al [38], it can be said that the physical facilities, equipment and facilities that support KUA service activities in Marisa District, Pohuwato Regency based on SIMKAH include office buildings and complete infrastructure, comfort and cleanliness of service rooms, availability of facilities and infrastructure. infrastructure in sufficient quantities, comfortable and sophisticated in administrative services. If this situation can be realized, then the form of service and work in SIMKAH-based

administrative services can be packaged integrally with the ability, speed and accuracy of service work, able to save time and costs. This condition will advance SIMKAH-based administrative services quickly and practically. Thus, efforts to increase the effectiveness of the SIMKAH program in the administrative service of KUA, Marisa District, Pohuwato Regency can be optimal.

Technology and Information

The findings of this study are that information technology has not been developed in a special website for KUA that provides service information that can be accessed by the public. This is in line with the research findings of Abubakar & Purnama [33] that problems in the implementation of the SIMKAH program are related to the availability of the website and repair or server management to speed up the inputting process, it still requires additional capacity, so that it can accommodate data that is getting bigger from year to year. Therefore, the researcher's view is that attention to the existence of a SIMKAH website and maintenance in KUA administrative services, Marisa District, Pohuwato Regency is an urgent aspect considering [33] that SIMKAH is carried out as a driver for the progress of data innovation that must be used for various foundations and government offices, including KUA Marisa District, Pohuwato Regency as a work unit of the Ministry of Religion of Pohuwato Regency.

Taking into account the opinion of Fakhri & Lawati [27] that data disclosure is a measure that affects public administration which must receive sincere attention from various parties.

Both the government and other public organizations. In this way, up-to-date and easy accessibility of assistance data in the SIMKAH program is very much needed.

Administration to the local area as data in connection with the information and reports required for a complete marriage registration. In line with that, KUA Marisa Pohuwato consistently focuses on the existence of the site and accessibility of data for the public in general in utilizing the site, obtaining various historical data or the latest news about the administration of marriage organizations, as well as access to various applications that are incorporated with SIMKAH.

Citizen's awareness

The findings of this study are that the public awareness factor towards the use of SIMKAH is still low. This finding is in line with Riandinie's research [39] that marriage registration using SIMKAH has not been fully implemented on the grounds that there are still supporting components that have not gone well, there are still things that must be strengthened, especially local factors towards awareness in focusing on synchronizing information when register. Therefore, the researcher's view is that the people of Marisa Subdistrict, especially the age of marriage, should increase their awareness of the importance of utilizing the Web-based SIMKAH application which is useful for collecting marriage information used in recording wedding events, making it easier to record relationships. Wedding event information stored in SIMKAH will be stored securely, reducing misinformation, information control, so that you can actually see the character of the prospective wife from different results.

The KUA of Marisa Subdistrict, Pohuwato Regency must actively activate its role in making the Marisa Subdistrict community aware of and understand the SIMKAH program. This is as Goleman's theory [40]

that public awareness is required to be born and aware of the information issued by the KUA, besides that it can

also be influenced by habits and education level. people who know and understand the SIMKAH program will know what should be done in the registration of marriage administration, as well as the impact of the SIMKAH program. This creates the independence of the Marisa District community to take advantage of SIMKAH. The community should have an independent attitude and not depend on others in finding and developing information for encouragement or motivation in using SIMKAH which is based on the willingness to be active on their own.

CONCLUSION

1. The SIMKAH program in KUA administrative services, Marisa Subdistrict, Pohuwato Regency has not been running effectively, judging from the achievement of the SIMKAH program goals and objectives not yet optimal, integration has not been completed with Minimum Service Standards, adaptation of human resources and infrastructure has not been implemented effectively.
2. The determining factors as obstacles in realizing the effectiveness of the SIMKAH program in administrative services are (1) human resources, (2) inadequate infrastructure, (3) information technology has not been developed on the website, and (4) public awareness is still low. low.

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