



NEXUS

Journal of Community and
Social Innovation

Journal home page: <https://cendikiademokrasiindonesia.org/nexus> ISSN xxxxxx

The Role of the National Insight Division in National Character Building and Government Administration at the Serang Regency National Unity and Politics Agency (Bakesbangpol)

Imam Maulana¹

¹ State Administration Program, Pamulang University

ARTICLE INFO

Article History:

Received: 7 June 2026

Final Revision: 21 June 2026

Accepted: 30 June 2026

Online Publication: 30 June 2026

KEYWORDS

National Insight, character building, government administration, participatory observation, Bakesbangpol Serang.

CORRESPONDING AUTHOR

*E-mail: mimam7065@gmail.com

ABSTRACT

The National Insight Division at the National Unity and Politics Agency (Bakesbangpol) of Serang Regency plays a strategic role in shaping the character of the community while supporting orderly government administration at the local level. This qualitative descriptive study aims to describe and evaluate the role of the division through direct participation in real government activities during the internship program. Program implementation techniques were carried out through participant observation, administrative assistance, cross-sector coordination, and activity documentation. The main activities participated in included managing bureaucratic documents, preparing for coordination meetings, and direct involvement in field programs such as the Pancasila Camp and the Paskibraka selection. The results of the study indicate that the National Insight initiative is effective as a means of internalizing the values of nationalism, discipline, and tolerance for the younger generation to counteract the negative currents of digital globalization. Simultaneously, administrative support has been proven to improve document order, reduce bureaucratic obstacles, and strengthen the accountability and efficiency of agency work. This synergy between the world of higher education and government agencies has made a positive contribution to orderly and sustainable regional governance in Serang Regency.

1. INTRODUCTION

The National Unity and Politics Agency (Kesbangpol) is a regional government agency tasked with strategically fostering national insight and maintaining political stability in the regions. In the diverse context of the Unitary State of the Republic of Indonesia, fostering national character is a crucial foundation for strengthening national unity. National insight, as a political and state concept, is a manifestation of the Indonesian nation's political thought, serving as a guideline for national and state life. explain why the issue is important and why it needs to be addressed. a strong and resilient national character. (Kurniawati & Matang, 2023) for providing integrated licensing and non-licensing services to the public.

Advances in information technology have encouraged DPMPSTP offices in various regions to innovate their services through the digitization of licensing systems. One example of this is the use

of the SiCANTIK Cloud application and the Online Single Submission (OSS) system, which aim to expedite service processes, increase transparency, and facilitate public access. This digitization is part of efforts to achieve good governance through more responsive, effective, and accountable services. However, the success of digital transformation depends not only on the availability of service applications but also on the effectiveness of the internal administrative systems that form the foundation of public service delivery.

The Yogyakarta City National Unity and Politics Agency (Kesbangpol), for example, demonstrates its role in providing national insight training for the community. As part of a government institution tasked with fostering national insight, the primary objective is to foster nationalism in the community. Strategies include outreach, seminars, and meetings to foster a sense of nationalism among the younger generation. Strengthening national insight is also the responsibility of formal

institutions, helping to foster awareness of the pillars of national life.(Hardaya et al., 2021)

In Serang Regency, the National Unity and Politics Agency (Kesbangpol) actively provides training for Community Organizations (Ormas) as strategic partners for the government in development and maintaining regional stability. By 2025, the Serang Regency Government has high hopes that the community will play a more active role in maintaining and promoting the quality of democracy, improving public oversight and transparency, and strengthening collaboration in regional development. Synergy between CSOs and the local government is quite good, and regular training is provided to foster a sense of security in Serang Regency.(Serang Regency, 2025)

In the context of government administration, the Kesbangpol Agency plays a crucial role in facilitating government institutions, representatives, and political parties in accordance with laws and regulations. Integrating national character development through national insight with government administration is key to realizing good and democratic governance at the regional level.(Armin, 2024)

The weakening spirit of nationalism among the younger generation, particularly Generation Z, has become a strategic issue amidst the massive influence of digital globalization. This generation grew up in a fast-paced and connected technological ecosystem (digital natives), which makes them vulnerable to the dominance of foreign cultures and makes outside values the primary reference in their daily lives. Therefore, interest in character and citizenship education is declining because it is considered irrelevant compared to more engaging and quickly consumed digital content. Therefore, a strategy is needed to strengthen relevant national values in the digital era through an interdisciplinary, participatory, and contextual approach.(Hanum Zatza Istiqomah et al., 2025)

Internships in government agencies significantly benefit students in understanding governance, public services, and community empowerment. During the internship, students engage in various administrative activities such as document management, report preparation, letter filing, community service assistance, and participation in coordination meetings. This provides a deeper understanding of government administration processes and enhances communication, time management, and problem-solving skills.(Bero & Ridhwan, 2026)

The internship at the Serang Regency Kesbangpol Agency is crucial because it provides students with practical experience in applying government administration theory to public service practices, as well as developing competencies in management programs, fostering ideology, and fostering national insight. This internship also strengthens governance through collaboration between field practice and higher education, and makes a tangible contribution to developing student competencies and increasing the efficiency of government agencies.(Hoiriah, 2025)

2. MATERIALS AND METHODS

2.1 Program Approach

This study uses a descriptive qualitative approach based on internship experience and field observations at the National Unity and Politics Agency of Serang Regency, specifically in the National Insight Sector. This approach was chosen to describe in depth the role of this sector in national character training and administration through real government activities carried out during the internship, starting from task introduction, filing,

administrative preparation, internal meetings, national insight socialization, to involvement in Pancasila Camp activities and Paskibraka selection.

2.2 Location, Time, and Partner

The internship was conducted at the National Unity and Politics Agency (Bakesbangpol) of Serang Regency, located at Jalan Veteran, Kotabaru, Serang District, Serang City, Banten 42112. This location was chosen because it is relevant to the focus of the study on the role of the National Insight Sector in national character training and government administration. The internship took place from April 27 to June 15, 2026, following the agency's working hours, namely Monday–Friday at 07.30–16.00 WIB and a break at 12.00–13.00 WIB.

The primary partner in this activity was the National Insight Division of the Serang Regency Bakesbangpol (Political and Political Unity Agency), which served as the primary location for the author to conduct observations, assist with administration, and participate in national insight training activities. The activity also involved agency employees, outreach participants, prospective Paskibraka (Flagship Troops), schools, and community leaders involved in the national character training program.

2.3 Program Stages

This section should systematically and chronologically describe the stages of the community service program. These stages can be tailored to the type of program, but generally include problem identification, planning, implementation, evaluation, and follow-up.

a. Problem Identification

This stage was carried out to identify the main needs and problems in the National Insight Sector of Bakesbangpol Serang Regency, particularly regarding national character training, government administration, and the implementation of the national insight program.

b. Program Planning

At this stage, activity plans, objectives, targets, materials and technical implementation of the program are prepared to suit the needs of the agency and the target community.

c. Program Implementation

The program is implemented through administrative activities, socialization, national insight training, mentoring activities, and direct involvement in programs such as the Pancasila Camp and Paskibraka selection.

d. Monitoring and Evaluation

This stage is carried out to assess the implementation of the program, see the obstacles that arise, and produce activity results through guidance from supervisors, document checks, and reflection on implementation.

e. Follow-Up

The evaluation results are used as a basis for improving the next program, strengthening administration, and improving the quality of national insight development at Bakesbangpol Serang Regency.

2.4 Techniques of Program Implementation

The program implementation techniques are carried out through participatory observation, administrative assistance, direct coordination with National Insight Division employees, and active involvement in field activities such as document archiving,

data input, report preparation, meeting preparation, national insight socialization, and national character training. In its implementation, the program also uses documentation techniques to record each activity, data recapitulation to ensure administrative administration, as well as communication and cooperation with internal and external parties of the agency so that activities run according to objectives. All of these techniques are implemented gradually and adjusted to field needs to support the smooth running of the program and strengthen the role of the National Insight Division in national character training and government administration at Bakesbangpol Serang Regency.

2.5 Data Collection and Evaluation Instruments

Data collection and evaluation instruments for this activity included direct observation, documentation, field notes, and informal interviews with National Insights Division staff. Observation was used to directly observe the implementation of administrative activities and fostering national insight in the field, while documentation was used to collect evidence of activities such as photographs, attendance lists, letters, and reports. Field notes were used to record findings during the internship, including workflow, obstacles, and activity results. Evaluation was conducted through guidance from field supervisors, document rechecking, and reflection on student involvement in each activity to determine the extent to which the program was running according to its objectives.

2.6 Data Analysis

Data analysis was conducted using descriptive qualitative methods by examining the results of observations, documentation, field notes, and informal interviews during the internship. The data obtained were then reduced, collected based on themes, and systematically organized to illustrate the role of the National Insight Division in national character training and government administration at Bakesbangpol Serang Regency. The results of the analysis were used to examine the relationship between activities carried out and program objectives, as well as to identify obstacles, strengths, and impacts of program implementation in the field.

2.7 Indicators of Program Success

Indicators of program success can be seen from several things, namely the implementation of activities according to plan, increased participant understanding of national insight, increased administrative permits in activity implementation, and active participation from employees and related parties. Success is also manifested in well-organized documents and activity reports, reduced administrative obstacles, and the creation of more effective coordination between the National Insight Division and its partners. Furthermore, the program is considered successful if it is able to support national character training and make a positive contribution to government administration at Bakesbangpol Serang Regency.

3. RESULT AND DISCUSSION

Based on participatory observation techniques and descriptive evaluations conducted during the period from April 27 to June 15, 2026, the implementation of the National Insight program had a significant impact on two main domains, namely increasing participants' civic awareness and strengthening the internal

efficiency of administrative governance at Bakesbangpol, Serang Regency.

In the context of character formation of the younger generation (especially Generation Z who are vulnerable to global digitalization), direct involvement in macro programs such as the Pancasila Camp and Paskibraka Selection has proven effective. This field activity serves as a contextual medium for internalizing the values of nationalism, discipline, mutual cooperation, and tolerance, going beyond conventional one-way socialization methods. This aligns with previous research findings that confirm that strengthening character based on archipelagic values requires an active, participatory approach to maintain relevance to contemporary social dynamics.

On the other hand, the contribution of this internship touches on a crucial aspect of regional government bureaucracy, namely orderly administration. Routine activities such as managing incoming/outgoing mail, archiving documents based on proper classification, verifying participant data for socialization, and scheduling regular coordination meetings act as catalysts in improving agency performance accountability. The established bureaucratic order minimizes technical obstacles (reducing administrative obstacles), so that internal and external services of the National Insight Sector to strategic partners—such as community organizations (Ormas), schools, and community leaders—can run optimally and sustainably.

To present comparative data on the evaluation of the mentoring program visually and measurably, the following are details of the achievements of the success indicators which are filled in Table 1.

Table 1. Perbandingan Kompetensi Peserta Sebelum dan Setelah Program

Indicator	Conditions Before Mentoring	Conditions After Mentoring
Understanding National Values & Pancasila	Participants (especially students/youth) tend to be apathetic and consider citizenship material irrelevant in the digital era.	Increased substantive understanding of the pillars of nationality, love of the homeland, and religious tolerance post-Pancasila Camp.
Document Orderliness & Archiving	The arrangement of dynamic archives, participant data recaps, and correspondence has not been completely systematized neatly.	A neat document archiving system is established, making data tracking easier, and supporting the accountability of the agency's work.
Cross-Sector Coordination & Participation	Interdisciplinary communication with community organizations and schools is still temporary and poorly coordinated.	The creation of more effective synergy and coordination as well as active participation from all employees and external partners.

Confidence in applying the knowledge	The theoretical understanding of public administration law has not been tested in the reality of public service.	Improved communication skills, time management, bureaucratic problem solving, and mastery of agency duties.
--------------------------------------	--	---

4. CONCLUSION

Based on the results of the analysis and discussion regarding the implementation of the internship program in the National Insight Sector of Bakesbangpol Serang Regency, it can be concluded that this agency plays a very vital and strategic role. This role is realized through two main, integrated pillars: national character building through education in the values of patriotism and unity, and the enforcement of inclusive, accountable, and transparent local government administration. The implementation of community programs such as the Pancasila Camp and the Paskibraka selection has proven to have a significant positive impact in boosting civic knowledge, triggering a sense of national identity among Generation Z, while reducing the risk of social polarization. Simultaneously, the optimization of administrative functions within the office (such as accuracy in document management, archiving, and data verification) is an important foundation for creating bureaucratic efficiency and increasing public trust in the performance of local governments. Synergistic collaboration between the world of higher education through field practice (internships) with government agencies has proven to bring the principle of mutual benefit in producing contextual, participatory public service innovations that have a long-term impact on the people of Serang Regency.

REFERENCE

Journal article:

- Armin. (2024). *LAPORAN MAGANG DI BADAN KESATUAN BANGSA DAN POLITIK DALAM NEGRI NTB*. 2, 306–312.
- Bero, Y., & Ridhwan, M. (2026). *Implementasi Pelayanan Publik dan Administrasi Pemerintahan Melalui Program MBKM di Kelurahan Petojo Utara Jakarta Pusat*. 2(2), 1875–1884.
- Hanum Zatzia Istiqomah, Clara Oda Oktavernanza, Anisa Sulis Saputri, Muhamad Fachry Zacky, & Sylviatul Muthqia. (2025). Internalisasi Nilai Nasionalisme dalam Aktivitas Sehari-Hari Generasi Muda Indonesia. *Mutiara : Jurnal Penelitian Dan Karya Ilmiah*, 3(3), 166–179. <https://doi.org/10.59059/mutiara.v3i3.2459>
- Hardaya, A., Wiratno, E., & Sunarto. (2021). Penguatan Wawasan Kebangsaan dan Pendidikan Karakter Pancasila. *Dedikasi Sains Dan Teknologi*, 1(1), 79–81.
- Hoiriah, M. (2025). Pengabdian Mahasiswa MBKM Magang Dalam Kegiatan Layanan Administrasi Umum Kepegawaian DISPARBUDPORA Kota Palangka Raya. *Gudang Jurnal Pengabdian Masyarakat*, 3(2), 365–372. <https://gudangjurnal.com/index.php/gjpm/article/view/1587>
- Kab.Serang, B. K. B. dan P. (2025). *Kesbangpol Kabupaten Serang Beri Pembinaan kepada Puluhan Ormas*. Bakesbangpol. <https://kesbangpol.serangkab.go.id/>
- Kurniawati, E., & Matang, M. (2023). Pembentukan Karakter Kebangsaan Berbasis Nilai-Nilai Kenusantara. *Bhineka Tunggal Ika: Kajian Teori Dan Praktik Pendidikan PKn*, 10(2), 169–182. <https://doi.org/10.36706/jbti.v10i2.22509>