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Optimizing AK-1 Card Services to Improve Public Service Quality at the Cilegon City Manpower Office

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ABSTRACT

This internship program was carried out to gain a deeper understanding and conduct an analysis of public service optimization in the issuance of the AK-1 Card (Job Seeker Card) at the Cilegon City Manpower Office through the implementation of digital-based service systems. The program applied a descriptive qualitative method, with data collected through observation, documentation, and active participation during the internship period. The activities involved observing service procedures, verifying documents, handling administrative tasks, and engaging directly with members of the public as service users. The findings demonstrate that the digitalization of services, particularly through the implementation of the SIAP Kerja system, has enhanced service efficiency by streamlining data verification, decreasing queue accumulation, and improving the accuracy of administrative processes. Despite these improvements, several challenges remain, including the limited level of public understanding regarding digital service procedures, the continued use of partially manual administrative systems, and constraints in human resource capacity. Overall, the internship program indicates that digital transformation in AK-1 services has contributed positively to the improvement of public service quality, although further development in human resources and stronger system integration are still required.

1. INTRODUCTION

The service for issuing the AK-1 Card is one of the forms of public service that plays a strategic role in assisting the community, particularly job seekers, in obtaining the administrative documents required during the job application process in both government institutions and private sectors. The quality of AK-1 card services can be assessed through indicators such as service speed, accuracy, and the responsiveness of service officers in meeting public needs. High-quality services not only facilitate administrative processes but also create a sense of comfort and satisfaction among service users, as each stage of the service process is carried out professionally, transparently, and in an easily understandable manner (Sapitri et al., 2021). In the context of public service administration, the AK-1 card issuance service at the Department of Manpower of Cilegon City

represents one of the local government's commitments to improving the quality of public services in the employment sector. Through service procedures that include registration, data verification, and the issuance of the AK-1 card, the service is expected to be implemented effectively, efficiently, and in accordance with the needs of job seekers. Improving service quality is also expected to expand access to employment services and enhance public trust in the implementation of public services in the labor sector.

In efforts to improve service quality, the optimization of public services in the modern era cannot be separated from digital transformation, which plays an essential role in enhancing service effectiveness and efficiency. The utilization of information technology enables service processes to become simpler, faster, and more transparent, thereby reducing queues and minimizing complex bureaucratic barriers. In the context of employment services, digital transformation has become an important strategy

for improving the quality of administrative services for the community, especially job seekers. According to (Latuconsina et al., 2025), the optimization of AK-1 card services is an effort to improve public service quality by facilitating the public in obtaining administrative documents quickly, accurately, and efficiently. This optimization effort has been implemented through the development of service systems that were previously conducted manually into more integrated digital-based services, such as the provision of online AK-1 registration services, allowing the public to access services without always having to visit the service office directly. This innovation aims to reduce queues, accelerate data verification processes, and improve the accessibility of public services. In addition, enhancing the capacity of human resources, clarifying service procedures, and utilizing information technology are important supporting factors in realizing AK-1 services that are responsive, transparent, and oriented toward public satisfaction.

In line with these optimization efforts, the quality of public services has become a crucial aspect that must be considered by every service provider. According to (Fitrawati et al, 2011), public service quality reflects the ability of government institutions to provide services that meet the needs and expectations of the community through effective, efficient, responsive, and user-oriented service delivery. The assessment of service quality can be conducted through various indicators, including service speed, procedural accuracy, staff friendliness, clarity of information, and the availability of adequate supporting facilities and infrastructure. High-quality public services do not solely focus on the final outcomes but also emphasize the overall service process to ensure that the public feels assisted, comfortable, and assured in receiving services. The better the quality of services provided, the higher the level of public satisfaction and trust toward government institutions as public service providers.

In relation to improving the quality of public services, the Department of Manpower of Cilegon City plays a strategic role in providing employment services that are oriented toward meeting the needs of the community. According to (Ria et al., 2024) employment services provided by the Department of Manpower of Cilegon City include the provision of job vacancy information, labor market information, training and skills development programs, as well as employment administrative services, including the issuance of the AK-1 card. High-quality employment services play a significant role in reducing unemployment rates and improving the competence and readiness of the local workforce to compete in the industrial sector. However, service optimization still faces several challenges, including inadequate job seeker data management, limited coordination between government institutions and the business sector, and discrepancies between workforce competencies and industry requirements. Therefore, efforts to improve service quality need to be carried out through service system improvements, strengthened coordination among stakeholders, and the development of service innovations to achieve employment services that are more effective, efficient, and responsive to public needs..

In this context, job seeker services constitute one of the forms of public services that play an important role in supporting employment opportunities for the community. According to (Wiryadi et al., 2020), job seeker services are public services

organized by the government to facilitate public access to employment information, job opportunities, and various employment administrative services, including the issuance of the AK-1 card. These services function not only as administrative support for job seekers but also as an important instrument for local governments in improving the quality of human resources and expanding employment opportunities. Therefore, the Department of Manpower of Cilegon City continues to undertake various improvement efforts through the provision of accessible information, simplification of service procedures, enhancement of staff competencies, and the utilization of information technology. Along with the advancement of digital transformation, job seeker services have also been directed toward implementing service systems that are more effective, efficient, transparent, and accountable. Furthermore, optimizing job seeker services requires strong collaboration among local governments, industries, and the community as stakeholders to create employment services that are responsive, adaptive, and capable of addressing the continuously evolving demands of the labor market.

2. MATERIALS AND METHODS

2.1 Program Approach

This internship program is carried out using observational and participatory approaches to understand the implementation of public services at the Cilegon City Manpower Office, especially in the AK-1 Card (Job Seeker Card) service section. Placement in this section provides an opportunity to directly understand the administrative service process for job seekers. The observational approach is carried out by observing the AK-1 service process, from document checking, data verification, to card issuance. Meanwhile, the participatory approach involves direct involvement in service activities, such as helping manage documents and providing applicants with information about requirements and service procedures. This approach aims to provide practical experience and understanding of the importance of public services that are effective, efficient, and responsive to community needs.

2.2 Location, Time, and Partner

The internship activities were carried out at the Cilegon City Manpower Office, which is located at Jl. Raya Bojonegara KM. 2, Kedaleman Village, Cibeber District, Cilegon City, Banten 42422, Indonesia.

The internship took place from January 21 to February 27, 2026, in accordance with the academic schedule of the Public Administration Study Program at Pamulang University, Serang Campus.

The partner in this activity was the Cilegon City Manpower Office, specifically in the labor administration service section, particularly the AK-1 Card (Job Seeker Card) service. This institution was chosen based on the relevance of its work field to the Public Administration discipline, especially in providing public services in the field of manpower, focusing on serving job seekers.

2.3 Program Stages

a. Problem Identification

This stage was carried out to identify various problems found in public services at the Dinas Tenaga Kerja Kota Cilegon, especially in the **AK-1 Card (Job Seeker Card) service**. Problem identification was conducted through direct observation of the service process, brief discussions with staff, and monitoring obstacles faced by the public during the AK-1 application

process, such as incomplete documents, limited understanding of procedures, and service time constraints.

b. Program Planning

After the problems were identified, the next stage involved planning the internship activities. This planning included determining activities that support the learning process, such as observing service procedures, participating in AK-1 administrative tasks, and collecting data related to the quality of public services.

c. Program Implementation

At this stage, all planned internship activities were carried out directly in the workplace. The activities included assisting with AK-1 administrative services, managing documents, and supporting staff in providing information to the public regarding the requirements and procedures for applying for or renewing the AK-1 card.

d. Monitoring and Evaluation

The monitoring and evaluation stage was conducted to assess the extent to which the internship activities were implemented according to the plan. Evaluation was carried out by observing service effectiveness, identifying obstacles during implementation, and assessing the knowledge and experience gained throughout the internship.

e. Follow-Up

The follow-up stage was carried out by preparing an internship report based on the experiences and data obtained during the internship at the Dinas Tenaga Kerja Kota Cilegon. The report presents information gathered from direct observations, discussions with staff, and documentation related to the AK-1 service process and employment administrative activities. It also describes how the AK-1 service is implemented in daily operations, including the procedures, service performance, and challenges faced during the process.

In addition, several suggestions and recommendations were developed to support service improvement, such as enhancing administrative efficiency, improving staff responsiveness, and strengthening service facilities. These recommendations are expected to contribute to the continuous improvement of AK-1 services, ensuring better public service quality and greater satisfaction for the community.

2.4 Techniques of Program Implementation

The service system was applied in daily operational activities at the Dinas Tenaga Kerja Kota Cilegon, especially in the AK-1 service section. Discussions were conducted with staff to obtain more detailed information regarding work procedures, service mechanisms, and challenges encountered during the AK-1 service process, ensuring that the collected data was based not only on observations but also on practical field experience. Documentation was used to support internship activity data, including photographs, notes, and administrative records related to the AK-1 service process, serving as supporting evidence in report preparation. Meanwhile, fieldwork involved directly assisting administrative service activities, such as data entry, document verification, and file archiving, enabling the author to understand the practical implementation of public services while improving administrative skills in the employment sector.

2.5 Data Collection and Evaluation Instruments

The instruments used in data collection and evaluation during the internship were intended to obtain accurate information about the activity process, assess implementation results, and support the analysis in preparing the internship report. Data collection was conducted to describe the actual conditions in the field, particularly regarding employment administrative services in the

AK-1 Card service section at the Dinas Tenaga Kerja Kota Cilegon.

The instruments used included observation sheets, attendance lists, activity documentation, field notes, and assessments of work outputs such as data entry and document archiving. These instruments were used to ensure that the collected data was comprehensive, systematic, objective, and aligned with the analytical needs of the internship report.

Data for this internship were collected through observation and documentation. Observations were conducted to directly monitor the process of issuing and renewing the AK-1 Card, starting from document checking, data verification, to card issuance. Through these observations, the author gained an understanding of service procedures, work mechanisms, and possible challenges during the service process. Documentation served as supporting evidence for activities such as data entry, document verification, file archiving, and other administrative tasks in the AK-1 service section.

2.6 Data Analysis

The data in this study were analyzed using a qualitative descriptive approach by narratively presenting the results of observations and documentation to obtain a comprehensive overview of the internship activities. This analytical approach was applied to explain how the AK-1 Card service was implemented at the Dinas Tenaga Kerja Kota Cilegon and to assess how the service process contributed to the effectiveness and efficiency of public service delivery.

Data obtained from observations were used to directly describe the stages of AK-1 administrative services, starting from document checking, data verification, to card issuance. Meanwhile, data collected through documentation were analyzed to evaluate the smoothness of the service process and to identify various obstacles encountered during the internship activities.

Furthermore, the data were analyzed by classifying them into several main aspects, including the AK-1 service process, service mechanisms, challenges encountered, and efforts to improve service quality. The results of this analysis were then used as the basis for evaluation to determine the extent to which the AK-1 service had been carried out effectively, efficiently, and responsively in meeting community needs.

2.7 Indicators of Program Success

The success of the internship program at the Dinas Tenaga Kerja Kota Cilegon is assessed based on several aspects, including the improvement of students' understanding of employment administrative service processes, particularly in the AK-1 Card service. In addition, success can also be measured by the extent to which students are able to understand service procedures, administrative requirements, and the mechanisms for issuing and renewing the AK-1 Card accurately and systematically.

Other indicators include the improvement of administrative skills, such as data entry, document verification, document archiving, and the ability to provide basic information regarding service procedures to the public. Success is also reflected in students' active participation in various service activities within the institution, enabling them to gain work experience relevant to the field of Public Administration.

Furthermore, the success of the internship program can also be seen from students' ability to understand the institution's work system, adapt to the work environment, and identify challenges that arise during the service process. Assessments from field supervisors, along with evaluations of students' work performance, also serve as important indicators in measuring the overall success of the internship program.

3. RESULT AND DISCUSSION

To support the analysis of the internship program implementation at the Cilegon City Manpower Office, it is necessary to identify performance indicators throughout the program activities. These

indicators serve as benchmarks for assessing the development of participants' understanding, skills, and competencies before and after participating in the internship program, particularly in the field of employment administration services within the AK-1 (Job Seeker Card) service unit.

Table 1. Participants' Knowledge Before and After the Program

Indicator	Before Program	After Program	Change
Understanding AK-1 services	Doesn't understand the service flow yet	Understands the AK-1 creation process	Improving
Skills in Using SIAP Kerja	Not yet able to operate	Able to perform SIAP Kerja account verification	Improving
Administrative Skills	Administrative Skills	Able to perform verification, printing, and document filing	Improving
Understanding of public service	Has not understood service practices	Understands the importance of fast and accurate service	Improving

Based on the evaluation results, improvements were observed across various competency indicators following the completion of the internship program. Significant progress was identified in participants' understanding of the AK-1 service procedures and their ability to perform administrative tasks. Prior to participating in the internship, participants had limited knowledge of institutional work mechanisms and public service procedures. However, through direct involvement in operational activities, their understanding became more comprehensive and systematic. Furthermore, administrative competencies, including data entry, document inspection, document verification, and records management, also demonstrated positive development. This improvement was supported by the participants' active involvement in the service delivery process. These findings indicate that the internship program made a significant contribution to enhancing participants' competencies, particularly in understanding public service practices in the employment sector and recognizing the importance of providing effective, efficient, and responsive services that meet community needs.

4. CONCLUSION

Based on the outcomes of the internship program and the analysis carried out, it can be inferred that the quality of the AK-1 Card (Job Seeker Card) issuance service at the Cilegon City Manpower Office has improved through the adoption of a digital-based service system. The application of information technology, especially through the SIAP Kerja system, has played a significant role in expediting data verification, facilitating administrative management, and improving both the accuracy and efficiency of service delivery to the public. Furthermore, service digitalization has contributed to minimizing queues and optimizing service procedures, allowing the community to obtain services in a more convenient, faster, and efficient manner.

Moreover, the internship program provided broader insights into the implementation of public service mechanisms, particularly within the employment sector. By actively participating in administrative activities, the author acquired practical knowledge related to document handling, data verification, and the importance of delivering services that are adaptive to public demands. This experience indicates that the effectiveness of public services is influenced not only by the systems employed but also by the capability of service personnel to deliver prompt, precise, and effective communication in service provision.

Despite these improvements, several obstacles continue to hinder service optimization, including the persistence of partially manual administrative procedures, insufficient public awareness regarding digital service processes, and the need for greater human resource capacity in operating the system effectively. Therefore, sustained efforts are necessary to improve digital system integration, enhance staff competencies, and educate the public to maximize the benefits of digital services. Through these continuous improvements, public services at the Cilegon City Manpower Office are expected to become increasingly effective, efficient, transparent, and better able to satisfy public needs.

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