**Asahan One Data Application Innovation (ASADA) in Asahan Regency as a Response to Indonesia's One Data Policy**

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<th>Keywords</th>
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<td>Innovation, Public Policy, One Indonesian Data, Asahan, ASADA</td>
<td>The ASADA application is a web-based application that is entered by all regional apparatus organizations within Asaahan Regency. The purpose of making this application is to obtain data that can be accounted for, improve the quality of Asahan Regency governance, and most importantly, obtain accurate data. The type of research used in this research is descriptive research. Researchers describe a symptom, event, and incident that has occurred or is happening to describe what it is. This research will use five (5) innovation success factors according to Cook, Matthews, Irwin, namely leadership, organizational management, risk management, human resources, and technology. Based on this research, the innovation of the Asahan Satu Data application still requires a lot of thinking and development in order to have a maximum impact. Based on the results of the analysis, it can be concluded that the implementation of the Asahan Satu Data (ASADA) application innovation has been running quite well, but there are still many shortcomings that must be addressed immediately. Assertiveness and responsibility in motivating leaders to carry out this innovation still need attention. One of the things that most affects the smooth running of this innovation is human resources.</td>
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**INTRODUCTION**

The One Data Indonesia (SDI) policy originates from the thought and enthusiasm to create credibility for up-to-date and accountable data processing which aims to support the implementation of development and better governance (Kurniawati, nd). In this policy, the government also seeks to increase the effectiveness of policy making based on data (Hanim, Sari, & Soe'oed, 2020). Asahan Regency, as one of the outstanding districts in North Sumatra, responded to government policy by issuing Asahan Regent Regulation no. 21 of 2020 concerning the implementation of One Indonesian Data. Then ratifying the Regent's Decree, in short form Asahan Regent Decree No. 109 Bappeda-Year 2022 concerning the One Indonesian data forum at Asahan district level. Through this policy, the Asahan district government, through the Communications and Information Service, launched an innovation in the form of a website-based application called Asahan Satu Data (ASADA). The ASADA application is a web-based application that is entered by all regional apparatus organizations in the Asaahan Regency environment. The aim of creating this application is to obtain reliable data, improve the quality of Asahan district government governance, and the most important thing is to obtain accurate data. Which can be accessed easily by the entire community (Hidayat, 2022). It is hoped that developments in technology and information will be useful in helping to realize integrated development planning, planning, implementation, evaluation and control.
Picture 1 Appearance of the Asahan Satu Data Application (ASADA) Website

The image above is a display of the main page of the Asahan One Data (ASADA) application website for Asahan Regency which consists of several sections, namely dataset, organization, topic, visualization, about, and search. This website can be accessed by anyone, including the government, private sector and the public via https://data.asahankab.go.id. It is hoped that this application will make it easier for the public to access the data needed for various purposes without having to wait a long time from the relevant agencies. The following is an example of the display content in the topics section of the ASADA application.

Picture 2 Topics in the Asahan Satu Data Application (ASADA)

Some of the topics above already appear to have a number of datasets and some are still empty. It will continue to be updated regularly to provide the latest and most accurate data. As stated by previous researchers, innovation is something that is complex, uncertain,
not always organized, subject to various changes (Faiza & Firda, 2018). It should be noted that innovation is difficult to measure and requires inherent coordination regarding technical matters as well as good judgment from product users with the aim of meeting the demands of various aspects such as technology and economics. Further research also explains that innovation is a transformation of the main function of an organization and a fundamental and permanent change in the organizational structure (Kusumaputri, 2018). From the two expert opinions regarding innovation above, a general pattern can be drawn regarding innovation, namely the effectiveness of a change from the previous to the present which is implemented in processes, services or products. The Asahan Regency Government launched the Asahan One Data (ASADA) application with various technological development objectives to realize integrated preparation, planning, implementation, evaluation and control of development. So far, data openness in Asahan has not been managed optimally because there is still a lot of data that has not been properly integrated. Therefore, this research will discuss ASADA application innovation based on the theory of Everett M. Rogers in his book Diffusion of Innovations Fifth Edition which says that there are 5 (five) characteristics of innovation, namely, relative advantage, compatibility, complexity, ability to be tested, ability to be observed. The data used in this research will come from the results of in-depth interviews with the Asahan Regency Communication and Information Service and a study of previously existing documents.

RESEARCH METHODS
This research uses a post-positivism paradigm. As stated by Guba (1990), post-positivism emphasizes qualitative descriptions, not quantitative explanations. This paradigm assumes that reality is subjective and not value-free. The data collection techniques used in this research were in-depth interviews, observation and documentation according to Sugiono (2014). This research will use the theory of Cook, Matthews, Irwin with 5 (five) factors of innovation success, namely leadership, organizational management, risk management, human capital, and technology.

RESULTS AND DISCUSSION
The ASADA application innovation is one of the reforms carried out to improve administrative services in Asahan Regency (Hartono Ainul Yaqin, 2023). The launch of the ASADA application was carried out on October 29, 2019, which was ratified by the Regent of Asahan H. Surya, B.Sc and attended by the Head of the Asahan Regency Communication and Information Service H. Rahmat Hidayat Siregar, S.Sos, M.Si, Secretary of the Communication and Information Service Drs. Nirwan, Head of IT Division Zulkarnain, SE, M.Si and all OPDs and sub-districts in Asahan Regency. This ASADA application innovation aims to obtain accurate and accountable data and improve the quality of governance data in the Asahan district environment. Current conditions show that technology, data and information are developing very rapidly and helping various aspects of life. The data contained in the ASADA Application can be accessed by the entire community anytime and anywhere and is presented in real time. To see how far this innovation has gone, the researchers used the theory of Cook, Matthews, and Irwin with 5 (five) success factors, namely leadership, organizational management, risk management, human resources (human capital), and technology.
Leadership (Leadership)
The Regent of Asahan Regency plays an important role in the process of implementing ASADA application innovation in Asahan Regency. The Regent must have a sense of responsibility and the ability to innovate to advance Asahan Regency (Wildasari, 2019). In this case, the Regent of Asahan has the authority to mobilize and motivate all OPDs to create new ideas to improve the quality of community services. This motivation is what makes the IT team of the Communication and Informatics Service able to work and produce the Asahan Satu Data (ASADA) application innovation. However, in some practices the leadership and motivation of the Regent still needs to continue to be improved (Firmansyah, 2018).
Organization Management (Organization Management)

Organizational management related to the Asahan Satu Data (ASADA) application innovation requires good cooperation between various agencies (Siregar & Sembiring, 2020). To create integrated innovation, in this case each agency has a role. The Central Statistics Agency is the data supervisor, the Asahan District Communication and Information Service is the data guardian, the Planning Unit at the OPD is the supporting data guardian, and all OPDs in the Asahan district government are the data producers.

Risk Management (Risk Management)

Risk measurement in the Asahan Satu Data (ASADA) application innovation is also very closely guarded because various problems often arise, one of the obstacles is that there is a lot of data that cannot be integrated properly. In fact, there are still many topics that have 0 datasets (Ratnawati, 2016). Then, because this application is free to access without needing to log in, network problems often occur if the number of users is overloaded. To anticipate this, the Asahan Regency Communication and Information Service IT team will make improvements to the system website and continue to upgrade data so that all data accessed is accurate data (Assagaf, 2023).

Human Resources (Human Capital)

One of the main factors determining the success of an innovation is human resources (Rozikin, Hesty, & Sulikah, 2020). The competency of employees really determines whether innovation runs well or not. Employee insight and knowledge is very important to facilitate the process of implementing innovation. Unfortunately, within the Asahan district government, there are still very few employees who understand this innovation. Only a few employees at the Communications and Information Service have special skills who understand the work process and operation of this application. So far, employees have not had any special training to learn how the Asahan Satu Data (ASADA) application works. So that in the future, additional human resources (HR) are needed to handle the innovation of the Asahan Satu Data (ASADA) application (Anggapraja, 2016).

Technology

The Asahan Satu Data Application (ASADA) is a web-based application that can be accessed anywhere and at any time in real time (Ansell & Torfing, 2014). Can use a computer or mobile phone. You don’t even need to download and register, just access it by entering the keyword "ASADA" in the browser and it will appear and can be used. To access this application, an internet network is required to stay connected (Marini & Sarwindah, 2017).

CONCLUSION

Based on the results of the analysis of the Asahan One Data Application (ASADA) innovation above, it can be concluded that the implementation of the Asahan One Data Application (ASADA) innovation is going quite well, but there are still many shortcomings that must be immediately addressed. Firmness and responsibility in motivating leadership to carry out this innovation still really need attention. One of the things that most influences the smooth running of this innovation is human resources. There are still many employees who don't know how the Asahan Satu Data (ASADA) application works so they are still stuck in the implementation process. And there is still a lot of data that has not been entered by the data supervisor. This is an obstacle that must be corrected by the Asahan Regency government.

REFERENCES

Ansell, Christopher, & Torfing, Jacob. (2014). *Public innovation through collaboration and design*. Routledge.


