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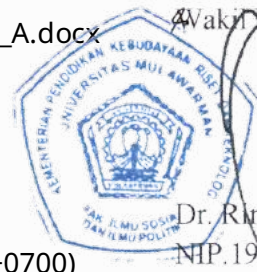
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Article Title: EFEKTIVITAS PROGRAM SATU KARTU UNTUK SEMUA LAYANAN (SOCIAL SECURITY NUMBER) DI KECAMATAN SAMARINDA UTARA KOTA SAMARINDA

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Abstract: This research aims to evaluate the effectiveness of the 'One Card for All Services' Program (Social Security Number) in the North Samarinda District, Samarinda City. The program is one of the programs introduced by the Samarinda city government in 2021. The program is designed to integrate various public services into one card to enhance efficiency and convenience for the community. The research method used is descriptive qualitative with data collection techniques through observation, interviews, and documentation. The results of the research indicate that the implementation of the SSN program in Samarinda City has had a positive impact on the ease of access to public services. The majority of respondents are satisfied with the ease and speed of accessing health, education, and population administration services. However, there are still some obstacles such as the lack of socialization and limitations in technology infrastructure that hinder the optimization of this program. The conclusion of this research is that although the SSN program has shown fairly good effectiveness in improving the quality of public services in Samarinda City, further efforts are needed to address the various existing challenges. Recommendations provided include increasing program socialization to the community, enhancing information technology capacity, and providing training for public service officers to ensure the sustainability and improvement of the SSN program in the future.

Introduction: Peran aparat pemerintah sangat penting dalam menjalankan tugas dan fungsinya, termasuk merencanakan pembangunan, melindungi, dan memberikan layanan kepada masyarakat. Masyarakat membutuhkan peningkatan kualitas pelayanan. Untuk itu, aparat pemerintah harus mengikuti peraturan. Pelayanan publik di Indonesia saat ini kurang baik, dengan masalah seperti waktu pelayanan yang lama, persyaratan rumit, dan ketidaktransparanan biaya. Ini menghambat pertumbuhan ekonomi dan kesejahteraan masyarakat. Undang-Undang Nomor 23 Tahun 2014 tentang Pemerintah Daerah menekankan bahwa peningkatan pelayanan adalah indikator keberhasilan otonomi daerah. Administrasi kependudukan penting karena terkait dengan hak individu warga negara. Administrasi ini meliputi penentuan status personal, kewarganegaraan, pengisian identitas, peribaharuan, dan pencatatan peristiwa penting. Kartu Tanda Penduduk (KTP) adalah bukti identitas yang