



“RUSLANI” SOCIAL INNOVATION IN PUBLIC SERVICE BASED ON COMMUNITY EMPOWERMENT IN SAMARINDA SEBERANG SUB-DISTRICT OF SAMARINDA CITY

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Received: 7 September 2017; Accepted: 28 March 2018; Published online: 12 May 2018

DOI: [10.21787/jbp.10.2018.91-100](https://doi.org/10.21787/jbp.10.2018.91-100)

Abstract

The number of complaints, the slow performance, and the lack of productivity demands the need for a reformed public sector. Reform can be done with social innovation by involving and making citizens as participants and end users. Not only that, fundamentally, changing the role of various stakeholders in the provision of services. Where citizens act to decide themselves and play an active role in making decisions. “Ruslani” Innovation is one of the forms of social innovations based on the problem of limited access to the fulfillment of healthy habitable home ownership for the poor. How the implementation of Ruslani innovation based on the community empowerment done in Samarinda Seberang Sub-District is analyzed in this research. By using a descriptive qualitative method, data collection is conducted through in-depth interviews of key informants selected purposively and by analyzing secondary data documents. The results show that the implementation of Ruslani program has been aligned based on the principle of Law Number 23 of 2014 on Regional Government, according to principles; increased efficiency; improvement of effectiveness; improvement of service quality; no conflict of interest; oriented to the public interest; done openly; fulfill propriety values; can be accounted for the results that are not for self-interest. On the other hand, the Ruslani program has also followed the criteria; relative advantage, compatibility, complexity, trialability, observability, and criteria of service innovation based on the Regulation of Menpan-RB Number 19 of 2016, which in its implementation has introduced a new, productive, impactful and beneficial approach, and the most important thing is this program has running sustainably. Factors supporting and inhibiting innovation based on environmental categories, organizations, and individuals generally do not hinder the implementation of the program.

Keywords: Social Innovation, Public Service, Community Empowerment

I. INTRODUCTION

The new paradigm in New Public Management is a competition in public service. The innovation discourse is so strange that competition is required by building and implementing creative ideas, as a result of the improvement or development of services. (Bekkers & Tummers, 2017, pp. 9–10). But in fact, public sector innovation is alive and evolving over time. For example, the government has introduced forms of electronic government (e-Gov), increasing the use of the internet and social media in order to improve the quality of public services. Not only that, integrated one-stop service (physical

and online) where the community/public can obtain various services in one location. This affects the satisfaction of citizens and community interaction in general. Currently, various innovations are possible to do even though these innovations are less visible and less attractive.

Social innovation is much noticed and done by many politicians and policymakers. For example, President Obama who, during his reign, formed the Social Innovation Fund. It combines public and private resources to grow promising community-based solutions with three priority areas: economic priority, healthy futures, and youth development.

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From a public-sector perspective, this social innovation is seen as the most attractive approach. The question is how the public sector should be reformed. Reforms should be done with social innovation. Because this approach involves and makes citizen as the participant and the end user. Not only that, fundamentally, it changed the role of various stakeholders in the provision of services. In this social innovation, citizens act and decide on their own and play an active role in making decisions.

The Healthy Living House (RUSLANI) is featured in the Mahakam Festival of 2016 at Bigmall Samarinda, as an innovation of public service from Samarinda Seberang Sub-district initiated by Ansarullah as Samarinda Seberang Sub-district Head, which is replicated from the same innovation by Ansarullah as Head of Urban-village in the work area of Karang Anyar in collaboration with Public Works Department of East Kalimantan Province. Ruslani Innovation is one of the forms of social innovation that is based on the problem of limited access to the fulfillment of healthy habitable home ownership for the poor.

Various efforts have been made by the government to meet housing needs for poor families. The issuance of Kepmen Kimpraswil No 403/KPTS/M/2002 on Technical Guidelines for Simple Healthy House Construction and Kepmen Kimpraswil No 24/KPTS/M/2003 on the Procurement of Simple Healthy House with Housing Subsidy Facilities (Putra & Yana, 2007, p. 105) are some of the government's efforts in expanding access to decent and habitable housing and settlement services for the poor. Approaches are done with a tri-effort approach that is environmental empowerment, social empowerment, and economic empowerment. These three approaches are expected to enable the poor to increase their capacity to improve independently their housing and settlement conditions. Besides, other efforts are also done by providing basic facilities and infrastructure facilities for the poor and low-income people, the provision of clean water facilities in water hazard settlements, the rehabilitation of slums, and the empowerment of communities in urban poverty reduction, housing loans/subsidized KPR, as well as self-help housing development. The various policies have not shown the expected results in overcoming the limited access, quality, and ownership of healthy housing and settlements for the poor. Various obstacles encountered in implementing previously launched programs. The non-sustainability of the programs implemented is one aspect that causes the implemented program not achieving satisfactory results. In addition, the absence of policies that protect the ownership of the poor against healthy housing and which

ensures vulnerable groups of healthy settlements is another problem faced. Besides, the provision of a house that is not proportional to the needs and has not involved the prospective residents in the planning community is another cause of the failure of the previous program. If this research discusses the surgical houses of poor people arises from government regulations, the present research discusses the surgical houses of the poor initiated by the authorities and executed by involving all elements of society.

The innovation arises because of limited access to resources and public needs. A house is a basic public need for everyone, including the low-income community (MBR). The need for homes continues to increase causing even more expensive home prices so that low-income people have difficulty to have a house. This led to the growth of slums. Puslitbangkim, which is an institution under the Ministry of Public Works, created an innovation in the construction of a house called RISHA. Based on this research, the results obtained are: First, the position of RISHA as a house built in a way that can be dismantled (knock-down) is not clearly regulated in the Housing and Settlement Regions Act but RISHA fulfills the elements in the definition of the house as regulated in Article 1 Number 7 of the Housing and Settlement Regions Law. And based on the analysis that has been done, RISHA has fulfilled one of the house types as regulated in Article 21 which is included in the type of public house. Secondly, the application of RISHA in the village program in Kelurahan Petogogan resulted in a more livable settlement than previously unorganized and uninhabitable. Therefore, the city government is optimistic that RISHA can be a solution to overcome slum settlement problems in Jakarta. By applying RISHA, an improved home can be built into a habitable home compared to the previous home that is of slums and unfit for habitation. If the innovation of Puslitbang KemenPU house renovation in the previous research (Kannes, 2017, p. iv) is named RISHA, then the innovation of house renovation in this research is called RUSLANI.

In a research by (Sofianto, 2013, p. 49), an innovation cannot be separated from the capacity of innovation, which in this case discussed the actors and their capacity. The capacity of actors, in this case, becomes the determinant of innovation capacity in a society. Community actors are very decisive in the direction of innovation. In this research, the role of community groups determines the development of social innovation. If Sofianto's research discusses the development of regional tourism areas where the problem is not yet synergistic on tourism management between sectors and between actors, this research discusses the development of Ruslani innovation program where the initial problem is

lack of resources (budget and human resources) and limited access to the ownership healthy habitable houses for the poor.

Other similar research (Wahid, 2014, p. iv) looks at the role of the capacity of actors (students) and their organizations (community groups) in enabling social entrepreneurship (social innovation) programs and contributes to the birth of graduate students in Higher Education Institutions (IPT) of Seramai, Malaysia who are highly resilient and competitive. If the research undertaken by Wahid (2014) sees the role of the capacity of actors who have a social entrepreneurial spirit or social innovation character and the organization of social group to contribute to the implementation of social entrepreneurship/social innovation programs and create graduates of enduring and capable students in the high competitiveness of the academic environment of IPT Seramai, then in this research the author sees the role of actor and institutional capacity of actors in the implementation of the Ruslani innovation program Ruslani in Samarinda Sebrang Sub-District Government.

The term social innovation is also used to describe: community transformation, organizational management model; social entrepreneurship; development of new products, services, and programs; model of governance, empowerment and capacity building (The Young Foundation, 2012, p. 6). Social innovation has the characteristics of normative connotations such as when discussing the results that are being achieved, the emphasis is placed on creating the added value of society, which surpasses economic value merely captured at values such as efficiency and effectiveness. Public value also refers to political values such as equity, freedom, and security and more democratic values such as participation, transparency, and accountability (Bekkers & Tummers, 2017, p. 8).

Three types of factors can be distinguished in different levels: a. Environmental factor; b. Organizational factors; c. Individual factors.

Table 1.
Driving and Inhibiting Factors in Public Sector Innovation

Driving/Inhibiting Dimension	Drivers/Inhibitors	The Expected Effect on Public Sector Innovation
Environmental Level	1. Political and media pressure	+
	2. Technological, economic and demographic changes	+
	3. Competition	+
	4. Network	+

Driving/Inhibiting Dimension	Drivers/Inhibitors	The Expected Effect on Public Sector Innovation
Organizational Level	1. Shortages (funds, time, HR) available	+ (or -, as savings that can also simulate innovation)
	2. Cultural administration: client orientation and risk taking	+
	3. Leadership	+
Individual Level	1. Performance expectations	+
	2. Effort Expectations	+
	3. Previous experience	+

Source: (Bekkers & Tummers, 2017)

As stated in Law Number 23 of 2014 on Regional Government, in order to improve the performance of the implementation in Local Government, the Local Government can conduct a series of forms of innovation, referring to the principle of:

1. increased efficiency;
2. improvement of effectiveness;
3. improvement of service quality;
4. no conflict of interest;
5. oriented to the public interest;
6. done openly;
7. meet the values of propriety; and
8. accountable results that are not of personal interest.

In Regulation of the Minister of Administrative and Bureaucratic Reform Number 30 of 2014 on Guidelines for Public Service Innovation, stated that innovation is the creative process of creating knowledge in making a new discovery different and/or as the modification of existing ones. Innovations included in the category of public service innovation according to Regulation of the Minister of Administrative and Bureaucratic Reform Number 19 of 2016 must meet the following criteria:

Table 2.
Criteria of Public Service Innovation

Criteria	Description
Introducing A New Approach	Introducing unique ideas, new approaches to problem-solving, or unique implementation of policies and designs, or modifications of existing public service innovations, in the context of public service delivery
Productive	Provide evidence of implementation results

Criteria	Description
Impactful	Benefit from improvements or changes in conditions and as a leverage to accelerate quality improvement
Sustainable	Provide assurance that public service innovation is continuously maintained, implemented, and developed with program and budget support, organizational tasks and functions, and laws and regulations

As an organization, the public sector can adopt innovation through the following stages (Suwarno, 2008, pp. 13–14):

1) *Initiation or pioneering*

The pilot stage consists of setting agenda and matching phases. By conducting the process of identifying and prioritizing needs and problems. The performance gap found at this stage triggers the innovation-seeking process within the organization. The next phase is matching by identifying problems and adjustments to the innovations that they want to adopt. In addition, ensuring feasibilities of innovation to be applied in the organization.

2) *Implementation*

Pioneering has resulted in decisions and received innovations that are considered to solve organizational problems. The implementation stage consists of redefinition, clarification, and routine phases. In the redefined phase, all adopted innovations begin to lose their foreign character. What happens is a change of organizational structure and leadership within the organization. The clarification phase is that innovation is widely used and affects the broader organizational culture. The phase of routine is the phase where innovation has been considered part of the organization because it has become a regular part of organizing the organization.

Based on Law Number 4 of 1992 on Housing and Settlements, Article 5 Paragraph (1) states: "Every citizen has the right to occupy and/or enjoy and/or have a proper house and a healthy, safe, harmonious, and orderly environment". The residential health requirements according to the Decree of the Minister of Health Number 829/Menkes/SK/VII/1999 can be seen from 10 aspects, namely: (1) building materials, (2) components and spatial arrangement, (3) lighting, 4) air quality, (5) ventilation, (6) animal transmitting diseases, (7) water, (8) availability of safe and hygienic food storage, (9) waste, and (10) the density of sleeping space. The house not only functions as a residence and shelter from the heat of the weather and rain, but the house must also have functions in 1) preventing

the occurrence of disease; 2) preventing accidents; 3) providing safety and comfort for the occupants, and 4) decreasing mental and social tensions.

II. METHOD

This research was conducted in August 2017 at Samarinda Sebrang Sub-District Office of Samarinda City. It is done because Ruslani program is an initiation of Samarinda Seberang Sub-district in providing services to society. This research is presented using a qualitative descriptive approach to describe the "Ruslani" house renovation innovation and analyze its compliance with the criteria of innovation of public service based on Regulation of the Minister of Administrative and Bureaucratic Reform Number 19 of 2016, and Law Number 23 of 2014 Chapter XXI Section 387 and attributes of innovation from Rogers theory as well as knowing its driving and inhibiting factors according to the theory of Bekkers and Tummers. The qualitative descriptive method is a method of researching the status of a human group, an object, a set of conditions, a system of thought, or an event class, which aims to make a systematic, factual and accurate description, description or illustration of facts, nature, and relationship between the phenomena investigated (Nazir, 2005).

The source of data includes documents, the result of interviews with key informants selected by purposive sampling, who is is Civil State Apparatuses as the executor of the innovation and the society using the public innovation program service. Data collection is done by interviewing informants, observing, and reviewing secondary documents (journal, Samarinda Seberang subdistrict profile, related regulations). Further data is processed and analyzed by following the stages of qualitative research, namely by data reduction, data displaying, and data conclusions/verification. Furthermore, the data are presented in an interpretive way according to the author's perspective.

III. RESULTS AND DISCUSSION

A. An Overview of Samarinda Seberang Sub-District and Ruslani Program

Currently, Samarinda Seberang Sub-district has 2 (two) leading innovation programs, namely Green Office at Samarinda Seberang District (GOSS) and Healthy Habitable Houses (Ruslani), Ruslani Program is a rehabilitation and renovation of both partial and whole house for poor people whose occupancy is neither feasible to be a healthy dwelling nor habitable, which is carried out independently by the society with the principle of mutual cooperation and social solidarity.

The Ruslani program was originally born from

the idea of Ansarullah, the Sub-district Head when he was Head of Urban Village in Karang Anyar Sub-district (2006-2010), he often received assistance program for poor houses (Bedah Rumah) from Public Works Department of East Kalimantan Province who happened to be in the neighborhood. Then, when he was promoted to be Samarinda Seberang Sub-district Head, Ansar attempted the model to be replicated in Samarinda Seberang Sub-district, but unfortunately, the effort is constrained by the bureaucracy and regulations.

Faced with the challenge, Ansarullah then looked for efforts to find the way out so the program can be done. He then collected and inventoried all the potential of the community in Samarinda Seberang sub-district and tried to disseminate Ruslani idea to stakeholders and the community in Samarinda Seberang sub-district. Ruslani idea seems to get a positive response, a number of companies and community leaders were enthusiastic to support the program.

The first step taken to run the Ruslani Program is by forming Ruslani Team consisting of Samarinda Seberang District Officers, this team was formed based on the decision of the Sub-district Head and was coordinated under the welfare of the people, considering that the program is closer to community empowerment activities and aims to improve the welfare of the community.

The team then conducted an inventory of poor families and field surveys to determine priorities for the designation of Ruslani programs in the community, the basic criteria are the poor who are recorded in the population database and have the most dismal dwellings. Once the beneficiaries are determined, the team then makes estimates and plans for development and budget needed, and then coordinates with stakeholder sponsors. Sponsorship is not always in the form of cash, some of which can be building materials, either new or used, and labor assistance.

The standardization of the building model to be refurbished does not have to be luxurious, but it meets the basic criteria of a healthy habitable house, which has good air circulation and lighting, sanitation system and healthy water usage for daily needs, so that the members of the house can move and interact in a healthy house.

In an interview with Ansarullah, it was explained that since the last two years until now (2016), Ruslani program has been implemented six times in Samarinda Seberang sub-district, this is, of course, thanks to the solid teamwork of Ruslani team supported by stakeholders and elements of local Muspika (Deliberation of District Leadership). However, there are still many challenges and obstacles in the implementation of this program, including the lack of clarity of regulations that

become the legal umbrella on the implementation of the program, the bureaucratic pattern that tends to be rigid related to public funds management, the low public response to participate and build social solidarity, and human resource constraints.

B. Ruslani Innovation for the Poor

Looking at its characteristics, the Ruslani Program is a social innovation centered on community empowerment, where sub-district officials act as mediators and facilitators who mobilize and dynamize the distribution of community potentials, as Tummers notes, that social innovation is focused on introducing new ways of solving problems encountered in society, the effort is to provide paradigm and frame of thinking in solving problems and find solutions. Planning with community involvement (participatory planning) have not found the ideal form, the low quality of participation has always been the main issue. Community development is seen as a concept other than used to accommodate participation, this concept also serves to increase community participation. In the process, community development aims to improve community decision-making capacity that is used to overcome the problem by utilizing existing resources. Community development approach focuses on the concept of self-help on the basis of the understanding that the use of local resources and overall activities managed by the community will help strengthen the community as a single unit that can survive. Community development is one concept that encourages full community participation to address emerging problems by maximizing community resources in planning, implementing and supervising a development program. Community development approaches are often linked to community-based services, where communities play a role in an activity that is planned, implemented and managed by the community (Conyers in Ismoyo, Muluk, & Saleh, 2015, pp. 78-79).

The inability of the poor and low-income households to obtain adequate and affordable housing and meet responsive environmental standards (healthy, safe, harmonious and sustainable), due to limited access to information, particularly related to land and housing finance (Suprijanto, 2004, p. 164), require the inclusion of various elements in the fulfillment of housing needs for the poor. This Ruslani Innovation is a form of mobilization of community resources in the effort to fulfill access in healthy habitable home ownership for the poor, as stated by (Mulgan, Tucker, Ali, & Sanders, 2007) that social innovation is how to improve people's capacity to solve their problems by mobilizing intelligence everywhere that exists in any society, works to meet unmet needs and

improve people's lives.

Along with the shifting role of the state from the government which focuses on government authority to governance which focuses on the compatibility between the actors, namely government, the private sector and society, making the involvement of the stakeholders in the development becomes important. This involvement is necessary for addition to ensuring more comprehensive development results. On the other hand, it is also necessary to overcome the limitations of government resources. Hence, the active participation of the stakeholders from both the private and public sectors is needed alongside the strengthening of their role in influencing the success of a policy (Ismoyo et al., 2015, p. 76).

From the interviews with Ansharullah, the Sub-district Head, the Ruslani program was further analyzed based on Law Number 23 of 2014 Chapter XXI Section 387 which explains that in formulating innovation policy, local government refers to the principle:

1) *Increased Efficiency;*

The Ruslani program implemented by Samarinda Seberang District can be said to fulfill the efficiency of the government budget, since the program does not fully use and burden the local budget, but prioritizes community empowerment by raising public funds (in the form of funds and building materials) and local community potential to implement the program (mutual cooperation). In this case, the sub-district acts only as mediator and facilitator in mobilizing public resources to be used and utilized for the people who really need it.

2) *Improved Effectiveness;*

The effectiveness of the program can be seen from the extent to which the accuracy of the program implementation objectives with the vision and mission of the District, and the accuracy of the program in tackling the problems that occur in the community. The Ruslani program is basically the embodiment of the Sub-district Mission point 1, which is "Improving Prosperity and Community Participation in Environmentally Friendly Development".

In relation to Sub-district main tasks, this program is in line with the Sub-district function, namely "Implementation of fostering people's welfare", and "Implementation of community development empowerment". Thus, the target of the Ruslani program is basically in harmony with the development objectives in the Sub-district, so it can be said that the program is quite effective.

3) *Quality of Service Improvement;*

Ruslani program is implemented in order to improve the quality of service to the community, it can

be seen from the activities of the subdistrict officials as the implementer of the initiative who jumped directly in the middle of society to jointly solve the problems faced in the community. Subdistrict apparatus is no longer passive in responding to the community, but moves directly and acts to solve the problem, this must be an indicator of the increasing quality of service to the community.

4) *There Is No Conflict of Interest;*

The Ruslani program that has been run for 6 times will certainly not cause any conflict of interest, because in the implementation of the program is done with planning and joint study which discussed with stakeholder's involvement, Muspika elements and community leaders, so this program becomes a joint-owned activity which is free from influence of certain interests. Additionally, the determination of priority Ruslani program beneficiaries has been regulated based on the criteria and operational standards of certain procedures, so that there is no discrimination element therein.

5) *Oriented to the Public Interest;*

The Ruslani program is fully undertaken to improve the welfare of people living below the poverty line, providing decent and healthy shelter, although the program is not massively provided to the community, the program is gradually and selectively given to the general public who really need it.

6) *Conducted Openly;*

One of the stages in the Ruslani Program is the socialization of programs to the public through print and radio media, in addition to this program involving Muspika elements and stakeholders and community leaders, so that everyone can participate in it, and budget management is managed by the work team reported to the sub-district head and in publications through mass media.

7) *Meet the Values of Propriety;*

The Ruslani program is essentially an effort to humanize human beings, increase the dignity of the people who are below the poverty line, which has been living in a very unfit and unhealthy environment, and this program tries to build social solidarity as a social cohesion among the community, in order to build awareness among people in addressing social problems and vulnerabilities in their environment.

8) *The Results Are Reliable and Not of Personal Interest.*

Ruslani program is a program that comes from the people and for the people, the community is involved in the process of implementing the program, so that the elements of deviation and

deflection of program objectives can be eliminated from the beginning because the program is implemented jointly by all parties.

Referring to Rogers' standard (2003, p. 20), where innovation is an idea, practice or object considered new by the individual of another adoption unit. By comparing the description of Ansharullah's interview and field observation, the Ruslani innovation model can be measured based on the following attributes:

1) *Relative Advantage*

The Ruslani program has a relative advantage over previous similar activities, where the program is bottom up, which utilizes the potential from the bottom, directly from the community and does not wait for the government budget, similar home renovation programs may be widely performed, but are generally of social assistance with a full budget from government proposed earlier through development planning.

2) *Compatibility*

Ruslani program is very appropriately applied in Samarinda Seberang society which has various social strata, where the distribution of donations from the rich to the poor is done with the facilitation of sub-district apparatus as a form of social solidarity, in addition, the typology of rural community (urban suburb) still has social cohesion to be a determinant element in the optimization of community empowerment.

3) *Complexity*

The Ruslani program can further simplify the problem since its spontaneity is in contrast with the similar top-down programs from the government, generally takes longer time, budgeting procedures and bureaucratic systems such as musrenbang and more complex auctions. Therefore, in this context, it is actually the level of complexity that becomes a barrier to developing innovation.

4) *Triability or the Trial Possibility*

The Ruslani program has been implemented six times in Samarinda Seberang since 2014, which has been monitored and evaluated in order to improve its future programs and survive until now, meaning that this program is possible to be replicated elsewhere in the context of the similar community environment.

5) *Observability*

Because of its open nature, which involves all stakeholders in the community, the Ruslani program can be observed and monitored by any party, the involvement of the community in the implementation of the program, and socialization

activities in mass media, making it easy for anyone to access related information to this program from any source.

Based on the criteria of Public Service Innovation of Regulation of the Minister of Administrative and Bureaucratic Reform Number 19 of 2016, the implementation of the Ruslani Program has introduced a new approach as presented (The Young Foundation, 2012, p. 6) which is a unique concept of ideas in solving problems in society through social empowerment and solidarity. It is productive because it has provided evidence of the implementation result of the program of healthy habitable house renovation for 6 (six) times, as well as impact and provide benefits to the improvement or changes in conditions and as a leverage to accelerate the improvement of community quality, and the most important thing is that the program has been ongoing.

According to (Bekkers & Tummers, 2017, p. 17), the determinants of innovation can be grouped into three differentiated factors in different levels: (1) environmental factors, (2) organizational factors, (3) individual factors. Based on the results of the interview, in the Ruslani program, these factors can be elaborated and categorized in the table as follows:

Table 3.
The Comparison of Inhibiting and Driving Factors of the Ruslani Program

Factor Type	Driver	Inhibitor
Environment	<ol style="list-style-type: none"> 1. The synergy between Muspika elements, stakeholders, and community leaders 2. Typology of various social strata of society and ever strong social cohesion 3. Supporting mass media in program dissemination 	<ol style="list-style-type: none"> 1. Ever lacking social awareness of the community 2. The awareness of healthy lifestyle is still lacking
Organization	<ol style="list-style-type: none"> 1. A solid teamwork in coordinating 2. Targeted programs that fit the goals of the organization 	<ol style="list-style-type: none"> 1. Regulation and bureaucracy that is still not set 2. Risk management in public funds management 3. In quantity, the needs of the apparatus are still lacking
Individual	<ol style="list-style-type: none"> 1. The quality of human resources apparatus is quite good 	<ol style="list-style-type: none"> 1. Apparatus experience is still lacking in similar programs

When viewed from the table, environmental factors play an important role. Although community elements are involved in the implementation of the Ruslani program, the community participation still needs to be improved so that the Ruslani program can be implemented sustainably. Similarly, with the organizational factors, although supported by effective teams and the achievement of program targets is in accordance with organizational objectives, but it still required a legal umbrella for the needs of funds, human resources, and risk management in the management of public funds to get the assurance of legal certainty in the implementation. Also, the individual factors, in which the quality of human resources apparatus needs to be balanced with the implementation of similar programs.

Ruslani's innovation is ideal for replication and dissemination. Habitable housing for the poor, as a vulnerable group is categorized as incapable of owning a home, so it deserves to be subsidized. Accessible housing, residence, and the environment must be accessible and beneficial to everyone, especially by vulnerable groups, which are special needs groups or marginalized groups. For example, a habitable house or room located on the third floor or a room with a staircase and not tightly fitted contours is inaccessible to the elderly, pregnant women, and wheelchair users (disabled) without any tools to ride. Then the group - weak groups such as elderly people, children, people with physical disabilities, people with continuing illness, people with HIV, people with incurable health problems, mental illness, natural disaster victims, people living in the disaster center and other groups, should be given priority guarantee in connection with the housing problem (Firdaus, 2016, p. 90).

In order to optimize Ruslani's program on an ongoing basis, efforts are needed to revitalize the driving factors and reduce its constraining factors. The steps that can be taken to strengthen the driving factors is to constantly coordinate and maintain relationships between stakeholders on a regular basis, intensify dissemination activities in the mass media and strengthen social cohesion in the community by raising social awareness, as well as providing rewards and promotions for the working team of the apparatus. Another inhibiting factor is that the high demand for decent housing for poor people has not been matched by the availability of decent houses. Efforts to fulfill the rights to adequate housing for the poor in Surabaya and Makassar are linked to equity distribution. This is still a common problem (Firdaus, 2016). From the results of the study, it shows the government has been trying to meet the needs of housing, especially the basic needs of the community that can be reached. The Government has sought to facilitate the provision

of housing for low-income communities as well as providing support for the provision of basic housing infrastructure and facilities, such as drinking water, wastewater, garbage, and drainage.

The government's policy factor for the poor determines the fulfillment of the people's expectation of decent housing. Government policy is crucial, especially how to do the selection and put the society in a proper place. The selection to get habitable housing, especially affordable housing in general for the urban poor, is difficult because of the factor of expensive land and land ownership. This affects the process of providing housing where those who are able to buy at reasonable prices are often the primary consideration. Therefore, the government has sought to provide the fulfillment of public housing, especially for the lower middle class or low-income community, including the poor. But the facts show that the existing housing ownership in Surabaya and Makassar is not owned by the poor but the rich who own the houses in the city and try to buy simple housing to later turned to business. This is the non-fulfillment of the rights of the poor in housing ownership in Surabaya and Makassar. The non-fulfillment of the rights of the poor to own housing is due to the fact that policies and arrangements concerning "ownership restrictions" of simple and inexpensive housing are not regulated in the regulations of both the Regional Regulations (Perda) and the existing housing regulations. This underlines the need to draft legal drafting that can be a legal umbrella of Ruslani activities, and with the intensity of the Ruslani program, it will surely add the experience of the apparatus to refine the innovation of the future program.

On the other hand, to reduce the obstacles that occur is by extending the reach of community involvement in Ruslani program, through the gathering of citizens, conducting educational activities, socialization, and counseling about healthy lifestyles and social care. The involvement of youth elements also needs to be done, as is the view (Palesangi, 2012: 2) that the integration of social innovation and local wisdom can help solve social problems in innovative ways (social entrepreneurship). It is also in accordance with (Adham, 2013: 111) that in the construction of social entrepreneurship and social innovation, value creation is required in assessing opportunities and exploring organizational resources.

Not only that, Law No. 1 of 2011 on Housing and Settlement Area (PKP) has mandated the central and local governments to provide people's homes. In addition, Law Number 20 of 2011 on flats and housing requires the government to establish an implementing agency tasked with accelerating the provision of public flats and specifically for low-income communities in urban areas. Therefore,

to ensure the fulfillment of these basic rights, it is the obligation of the government as the state's organizers to respect, protect and at the same time fulfill them immediately.

IV. CONCLUSION

The implementation of Ruslani program based on the principle of Law Number 23 of 2014 on Regional Government has fulfilled the principles of social innovation, namely; Increased Efficiency; Improved Effectiveness; Improved Service Quality; No conflict of interest; public interest-oriented; Conducted openly; Meet the values of propriety; The results are reliable and not of personal interest.

In addition, the implementation of the Ruslani program has fulfilled the criteria of innovation based on the assessment of the meaning of local government innovation which includes: Relative Advantage or Comparative Advantage, Compatibility, Complexity, Trialability, and Observability.

The Ruslani program has also fulfilled the criteria of Public Service Innovation based on Permenpan-RB Number 19 of 2016, which in its implementation has introduced a new approach; productive, has impacts and benefits, and the main thing is that the program has been running continuously.

There are factors that drive and obstruct the Ruslani program, from the environmental, organizational and individual aspects, which are generally fewer obstacles in the implementation of programs in the field.

By analyzing the results of research and conclusion, then at least we can formulate some constructive suggestions for the sustainability of Ruslani program as follows:

1. It is necessary to formulate a regulation that can be a legal umbrella for the implementation of the innovation programs based on community empowerment such as Ruslani Program, to ensure legal certainty and risk management of public fund management for government apparatus
2. It is necessary to be continuously coordinated with similar empowerment programs conducted by private parties such as CSR programs, and harmonization (synchronization) to other government empowerment programs such as PNPM Mandiri, in order to synergize the program and avoid overlapping in the field.
3. It is necessary to monitor and evaluate the Ruslani innovation program in a sustainable manner to be more perfect and can be implemented more massively.

ACKNOWLEDGEMENT

The author expresses her gratitude to several parties who have assisted and supported the author in completing the research, among others the Head of Camat of Samarinda Seberang Mr. Ansarullah, SE who has become the key informant on the publish of the research.

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