



Utilizing Artificial Intelligence to Improve Administrative Efficiency and Public Services at Samsat

Pemanfaatan Kecerdasan Buatan untuk Meningkatkan Efisiensi Administrasi dan Pelayanan Publik di Samsat

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Abstract

The development of digital technology, particularly Artificial Intelligence (AI), is driving transformation in administration and public services. However, obstacles such as inefficient work processes and suboptimal information delivery remain. This community service activity aims to improve understanding and skills in using AI to support administrative work and improve the quality of public services at the Samsat (State-Owned Vehicles) (Samsat). The method used was practice-based training and mentoring, encompassing needs identification, material delivery, hands-on practice, and evaluation. The results of the activity indicate that the use of AI can increase work efficiency by accelerating document preparation and data processing, as well as improving the quality of public services by providing clearer, more systematic, and more responsive information. Furthermore, participants' understanding and skills in using AI as a work aid increased. Overall, this activity contributed to supporting digital transformation in the public service sector. Although there were limitations in implementation time and varying levels of participant understanding, further development is needed for the program's sustainability.

Keywords: Artificial Intelligence, administrative efficiency, public services, digital transformation, training

Abstrak

Perkembangan teknologi digital, khususnya Kecerdasan Buatan (AI), mendorong transformasi dalam administrasi dan pelayanan publik, namun masih terdapat kendala seperti kurangnya efisiensi proses kerja dan penyampaian informasi yang belum optimal. Kegiatan ini bertujuan untuk meningkatkan pemahaman dan keterampilan penggunaan AI dalam mendukung pekerjaan administrasi serta meningkatkan kualitas pelayanan publik di Samsat. Metode yang digunakan adalah pelatihan dan pendampingan berbasis praktik yang meliputi identifikasi kebutuhan, penyampaian materi, praktik langsung, dan evaluasi. Hasil kegiatan menunjukkan bahwa pemanfaatan AI mampu meningkatkan efisiensi kerja melalui percepatan penyusunan dokumen dan pengolahan data, serta meningkatkan kualitas pelayanan publik melalui penyediaan informasi yang lebih jelas, sistematis, dan responsif. Selain itu, terjadi peningkatan pemahaman dan keterampilan peserta dalam menggunakan AI sebagai alat bantu kerja. Secara keseluruhan, kegiatan ini memberikan kontribusi dalam mendukung transformasi digital di sektor pelayanan publik, meskipun masih terdapat kendala waktu pelaksanaan dan variasi tingkat pemahaman peserta, sehingga diperlukan pengembangan lebih lanjut untuk keberlanjutan program.

Kata kunci: Kecerdasan Buatan, efisiensi administrasi, pelayanan publik, transformasi digital, pelatihan

INTRODUCTION

Development digital technology, especially Artificial Intelligence (AI), has push transformation significant in various sectors, including administration and services public (Athaya, 2026). AI is seen as instrument strategic in increase effectiveness and quality service government through utilization technology data-based (Seulalae et al., 2025). AI implementation allows automation of work processes, fast data analysis, and improvement accuracy in decision making



(Sah Kha Mei Zsazsa & Sitepu, 2023). Therefore that, AI becomes one of the driver main in support digital transformation in the public sector (Komarudin & Tjenreng, 2025).

In context service public in Indonesia, including in government agencies like Samsat, still there is various problem administrative obstacles efficiency work. Problems the includes data processing processes that are still manual, limitations source Power humans, as well as duration time service to the Community (Fadhilah et al., 2025). Conditions This show that system administration conventional Not yet fully capable answer demands service fast, accurate, and responsive public (Idza, 2024). In addition that, complexity service the increasing public increase demand existence innovation based technology For increase quality service (Basron, 2026).

Utilization of AI in administration public proven capable increase efficiency operational as well as quality service to society. AI technology can used For automate work administrative, reducing error humans, as well as speed up the service process (Lasmianti, 2026). Apart from that, AI is also capable increase transparency and accountability in data management and public services (Lailatul Fadhilah, 2025). Other research shows that use of AI in service public can increase speed response as well as satisfaction public in a way significant (Fredrik Huby, 2025).

Although Thus, the implementation of AI in service the public in Indonesia still face various challenges, such as limitations infrastructure, readiness source Power humans, as well as aspect regulations and ethics use technology (Basron, 2026). This is show existence gap between potential big AI with level its utilization in the field. Therefore that, is necessary effort concrete through training and mentoring in utilization of AI to be able to used optimally in support work administration. Based on matter said, research or activity This aim For analyze utilization of AI in increase efficiency administration and quality service public at Samsat. Based on description background behind said, then formulation problem in activity This is as following: How utilization of Artificial Intelligence (AI) in increase efficiency work administration at Samsat? How the use of AI can increase quality service public at Samsat?

Objective activity This is For analyze and optimize utilization of Artificial Intelligence (AI) in increase efficiency work administration at Samsat. In addition that, activity this also aims For study the extent to which AI can be used contribute in increase quality service public, in particular in give more services fast, accurate, and responsive to society. With Thus, the activities This expected capable give solution practical in support digital transformation and improvement performance administration and services public in the environment Samsat.



IMPLEMENTATION METHOD

Method implementation in activity devotion This use approach training and mentoring based practice in utilization of Artificial Intelligence (AI) for increase efficiency work administration and quality service public at Samsat. Approach This chosen Because allows participant For understand draft at a time apply in a way direct in context work daily.

Implementation activity started with stage identification need through observation and discussion with participant For know problems faced in work administration . Identification results show existence constraint in compilation documents , data processing , and delivery information service to society . Based on results said , arranged material relevant training with need participant

Stage furthermore is implementation training that includes delivery material about draft the basics of Artificial Intelligence (AI), the benefits of AI in the world of work, and example its implementation in administration and services public. After that, done practice direct use of AI in manufacturing documents, compilation reports, as well as compilation content service public. Participants are also trained in compile effective prompt For produce appropriate output with need Work .

Measurement results activity done in a way descriptive qualitative with use a number of tool measurement, namely: (1) observation to ability participant in using AI before and after training, (2) interviews For know level understanding and change attitude participant to use technology, and (3) questionnaires simple For measure perception participant to benefits of AI in work administration and services public.

Level of achievement success activity measured through a number of indicators , namely: (1) changes attitude , which is shown with increasing acceptance and trust participant to use of AI as tool help work; (2) change social culture, which is visible from increasing habit more digital and adaptive work to technology; and (3) improvement efficiency work, which is shown through acceleration time settlement task administration and improvement quality service to public.

With Thus , the method implementation This No only focuses on knowledge transfer, but also on change behavior and improvement performance participants, so that activity devotion can give sustainable impact for improvement quality service public at Samsat.

IMPLEMENTATION STAGES

activity to be continued with practice direct use of AI. Participants trained For use AI applications in finish tasks administrative, such as make documents, compiling reports, as well as compile information service to society. At this stage In this case, participants are also given



mentoring in compile effective commands (prompts) to obtain the desired results in accordance with need work.

During implementation activities, monitoring and mentoring are carried out in a way sustainable For ensure that participant can follow every stages with good. Service team give guidance in a way direct if there is constraint in use AI technology, so that participant can understand and master optimal use of AI.

Stage end is evaluation activities carried out For measure level success implementation devotion . Evaluation done through observation , discussion , and bait come back from participant related understanding , skills and benefits obtained during activities . Evaluation results This used as base For improvement and development future activities come.

With stages systematic and structured implementation of activities devotion This expected can give impact real in increase efficiency work administration as well as quality service public in the environment Samsat.

RESULTS AND TARGET ACHIEVEMENT

Activity devotion to community activities carried out in the environment Samsat show positive results in increase understanding and skills participant related utilization of Artificial Intelligence (AI) in work administration . Based on results observation and practice during training , participants capable leveraging AI for compile documents, reports, and various need administrative in a way more fast and systematic (Lailatul Fadhilah, 2025) . Previous work process done manually and consuming time relatively long time can completed with more efficient after use of AI (Dwivedi et al., 2021). This show that AI plays a role as tool effective help in reduce burden Work routine administrative tasks (Russell & Norvig, 2021).

Besides that, the increase efficiency is also visible from ability participant in process information and produce more output structured (Brynjolfsson & McAfee, 2017). Participants capable compile document with a more format neat and tidy needs, so that minimize error in work (Noe, 2020). With Thus, the results This answer formulation problem first , namely that proven use of AI capable increase efficiency work administration at Samsat (Dwivedi et al., 2021).

Next, the results activities also show that the use of AI is capable increase quality service public at Samsat (Haenlein & Kaplan, 2019). Participants trained For leveraging AI in compile information services , Frequently Asked Questions (FAQ), and material education to community (Dwivedi et al., 2021). As a result , the information generated become more clear , systematic , and



easy understood by the community (Huby & Suriadi , 2024). This impact on increasing quality communication between officers and the community in the service process (Russell & Norvig, 2021).

Improvement quality service is also visible from ability participant in give more response fast to need information society (Haenlein & Kaplan, 2019). With AI assistance , participants can compile answer or information service in a way more efficient , so that time service become more short and responsive (Brynjolfsson & McAfee, 2017). With Thus , the results This answer formulation problem second , namely that the use of AI is capable increase quality service public in Samsat (Dwivedi et al., 2021).

Table 1. Pre- and Post-Training Evaluation of AI Utilization for Public Service at Samsat

No	Measurement Tool	Measured Aspect	Before the Activity	After the Activity	Result
1	Observation	Ability to use AI	Low (did not understand how to use AI)	Improved (able to use AI in work activities)	Improvement in skills
2	Interview	Understanding and attitude toward AI	Limited understanding and hesitant to use AI	Better understanding and confidence in using AI	Positive change in attitude
3	Questionnaire	Perceived benefits of AI	Fair (had not directly experienced the benefits)	Good (experienced real benefits in work activities)	Increased perception

Source: Processed Research Data (2026)

From the side achievement objective activities , there are improvement understanding and skills participant in using AI as tool help work (Knowles et al., 2015). Participants who previously Not yet used to use AI technology becomes more believe self and capable apply it in work everyday (Noe, 2020). In addition that happened change pattern Work become more digital and adaptive to development technology (Lasmiati , 2026).

The activity improved participants' digital readiness by encouraging them to integrate AI into routine service workflows, such as drafting standardized responses, summarizing regulations, and preparing service scripts for front-office interactions. This learning process also strengthened collaborative problem-solving among staff, because participants could compare AI-generated outputs and refine them together. The training contributed not only to technical capability but also to a more proactive service mindset, which supports continuous service improvement in an

increasingly digital public sector environment.



Figure 1 is medium follow presentation material

CONCLUSION

Activity devotion This give understanding that utilization of Artificial Intelligence (AI) is not only functioning as tool help technology , but also as means transformation method Work in administration and services public . Through activity this , participants get learning important related how AI can increase efficiency Work at a time push improvement quality service to society. Change This No only seen in the aspect skills technical, but also on improving awareness and readiness participant in facing the digital era.

Superiority main activity This lies in the approach training based practices that allow participant Study in a way direct and applicable in accordance with need work . Method This proven effective in increase involvement participant as well as speed up the adaptation process to technology new . Besides that , contextual and relevant material with condition field become Power leverage in success activities , so that easy replicated in agencies service public other .

The activities This Still face a number of limitations, especially related with difference level digital literacy of participants as well as limitations time implementation that has not been allows deepening material in a way comprehensive. Other challenges faced is an adaptation process in integrating AI into in routine work that has been done formed previously . This is show the need a more approach sustainable in implementation technology in the environment Work .

In the future, activities This own opportunity big For developed through training continued, mentoring sustainable, as well as AI integration in system service public in a way more systematic. Development this can also involving collaboration with various parties, both academics and practitioners, use expand impact and sustainability of the program. In addition that, the



training model that has been implemented can made into as reference in activity similar in agencies other.

In a way academic, activities This give contribution in development implementation AI technology in field administration public. In social, activities This give benefit real in increase quality service to public through provision more services fast, accurate, and responsive. With Thus, the activities This No only give impact term short, but also potential support sustainable digital transformation in the sector service public.

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