

Improving Services To Communities In Pringsewu District Government With E-Government Concept

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Abstract

The dynamics of the development of information technology that occurred in the global era as it is now has changed many of the procedures of various organizations in its management, both profit-oriented and non-profit-oriented organizations, especially government organizations. Providing good service to the wider community is one of the triggers. to improve performance in the government operating system concerned. This performance improvement leads to services that are more quality, faster, and easier. The development in the field of information technology is a facility to implement management of government organizations electronically or electronic government (e-government). In general, e-government practices in Indonesia have not been strategically positioned or only limited to supporting programs. On the other hand, building a government site has already begun to be carried out, as a form of the application of the concept of e-government, although in Indonesia it has generally only entered the level of interaction. One thing that needs to be considered in the presentation of the site is the consistency of information, so that it can anticipate the emergence of public doubts about the credibility of the government as a site presenter. Many problems are still being faced to better empower e-government as it should. The hardest problem is resistance to change, where certain parties in the government still maintain an old culture that tends to be bureaucratic. This problem must be overcome so that the concept of e-government can be applied and empowered to provide the best service to the wider community.

I. INTRODUCTION

Pringsewu District Government is a part of Lampung Province, has an area of 625 km², with a population of 377,857 people (data in 2011) consisting of 195,400 men and 18,457 women. Pringsewu Regency consists of 96 Pekon (villages) and 5 kelurahan, which are scattered in 9 sub-districts, namely Pringsewu District, Pagelaran, Pardasuka, Gadingrejo, Sukoharjo, Ambarawa, Adiluwih, Banyumas District and North Pagelaran. It has experienced many developments in the field of information and communication technology (ICT) application. To support administrative activities, internal data processing, and public information services, application systems have been developed. The application system that is used internally, was first developed in 2011 with the name SIM Salary Processing for Civil Servants which functions to handle civil servant salary data processing in the Pringsewu District Government.

In its development, until now Pringsewu District Government has developed 28 information system applications, 3 of which are improvements to the old version of information systems. To support the publication of information to the public, Pringsewu Regency Government through the Electronic Data Processing Office has developed a website <http://www.pringsewukab.go.id/> in 2013 [1] [2].

The application of technology in the information field is widely used by government and companies, and its role has shifted from just a supporting function into a more strategic role. As one of the key determinants, communication media develops along with the increasingly complex information dynamics. Each recipient of information can simultaneously act as a source of information for other recipients. The ease of access to information further boosts people's motivation to find new information and communicate further to others.

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By paying attention to this phenomenon, an organization that is both *profit oriented* and *non-profit oriented* in Pringsewu District Government operating to produce output to the community, it will certainly position information in a more strategic role. This means that the information system has been able to demonstrate its dominance to control all management decisions that must be taken in the organization. Decisions taken in the structure and form of the organization, decisions in determining the way the organization operates and decisions in the way organizations compete (especially companies). This condition implicitly requires the presentation of information to be faster, more accurate, and have a high degree of precision.

Increasing the quality of public knowledge leads to an increase in the 'demands' of society for output (in the form of goods or services) provided by organizations, both *profit oriented* and *non-profit oriented*. A good and professional organization will always try to fulfill these demands as long as they do not leave the path or field in which the organization operates. For organizations in the form of companies, this action leads to efforts to achieve *customer satisfaction*.

Although only a few, but this phenomenon is also felt by *non-profit organizations oriented* namely government organizations. When compared to the Tanjung Karang or Metro areas, the operation of government organizations in Pringsewu District Government is indeed not equal. But efforts to serve the needs of society more professionally have begun to grow. The trigger cannot be separated from the influence of reform that demands a more open operating system, and regional autonomy policy. With advances in the field of information technology where in certain stages government organizations can adopt these technologies, this is used as a facility in serving the needs of the wider community electronically, or better known as *electronic government* (e-government)

II. RELATED WORKS/LITERATURE REVIEW (OPTIONAL)

Site as A History of E-Government

As an embodiment of e-government, a site built by the government should have the functions of information, communication and transactions. In addition there are criteria that also need to be considered, namely *site design*, *site functionality*, and *customer value* [3] [4].

In a government site, the *customer value* criteria must have the largest portion of around 50%. This is because basically the government is an organization that serves the needs of society in the broadest sense as a citizen or has certain interests that can contribute to the development of the environment (Region) concerned.

In the UK, according to a survey by Porter Research and Interactive Bureau (www.iablondon.com), 60 percent of the UK government's website is in conditions that require attention to develop the experience of its users. (See table). Since it was built in 2002; there are several instances where the services provided by the UK government website are not in accordance with the expectations of the users; although two-thirds of the British Government service is provided through *on-line* media. And in 2005 it is expected that in total all government service preparations will be carried out *online*. It is intended that the Government will be more clean if all services are realistically achievable.

The study conducted by Porter Research took 31 government sites; only a small number of over 1,000 sites made by the Government to the public. Nearly 50 percent of the sites surveyed failed to present a point of contact with the public even to not reply to e-mails from site visitors. In 2004, according to the study, there was no significant increase in the number of transactions offered to the public. (Porter Research and Interactive Bureau) (www.iablondon.com)

Table 1. Top 10 Government Web Sites for Usability

No.	Service Name	Score (%)
1	Driver & Vehicle Licensing Agency	60.1%
2	Food Standards Agency	70.1 %
3	Department for Education And Skilis.	71.2%
4	Office Of The Rail Regulator	73.4%
5	Commission For Racial Equality	73.8%
6	Home Office	74.4%
7	Department For Culture, Media And Sport	75.1%
8	Department of Health	75.6%
9	Police Complaint Authority	80.3%
10	Equal Opportunites Commission	80.8%

From the table describing "*Top 10 Government Web Sites*"; based on scoring about 'can be used' services provided by the UK government for website visitors; *Porter research* reports that 10 *websites* rated by respondents provide the most usefulness for web visitors; highest in the Human Rights Commission services, and Public Complaints (80%); and the lowest service is a driver license service (70%). This top or best condition is assessed through the website indicator that is consistent and provides meaningful use in the navigation process; content; form of presentation and attractive design. According to the study, the worst site is the site of the *Immigration and Nationality Directorate* which only gets 46 percent; far below the acceptance threshold of 65 percent. Low points can also be caused because information received by site visitors is considered inconsistent and confusing between one site and another; even for sites from interrelated departments. This can mean that the credibility of the information presenter and site owner will be at stake if the information provided cannot be held true. Another factor that causes site visitors to underestimate a site is if the site's appearance is too sophisticated so that visitors cannot easily access it. This happened on the website of the *Deputy Prime Minister*. (Porter Research and Interactive Bureau) (www.iablondon.com)

From exposure that could used as *benchmark* to some site the government in Pringsewu District Government. For example happen inconsistency in present information on page site and confusion between one site with another site this very maybe happened. The same information could presented by more from one site different government with corner different perspective too. Impact condition this to the community large as visitors site is difference perception confusing, because knowledge and insight that by the community large certain too different.

If information presented is information critical, then more go on will give rise restlessness certain in the community. Impact more bad that is worried related with condition that is no trust the community to government as presenter site this show that credibility government at stake if criteria site no fulfilled [5].

Vision and Value E-Government

The existence of the government as a 'servant' of the needs of the wider community in a particular context, emphasizes the 'need' of the government concerned to improve its operating system in the expected quality of 'service'. This vision is based on three main principles, namely:

1. *Citizen-centered*, meaning not emphasizing the bureaucratic service process.
2. *Results-centered*, paying attention to the importance of the results achieved
3. *Market-based*, meaning actively trying to innovate the quality of service.

This vision combines *on-line* operating practices with the relevant human resources in the government and other physical assets to build a '*click and mortar enterprise*'. In this vision government organizations provide services to the wider community, business world and other government organizations [6].

The value of an e-government is to provide various opportunities to improve the quality of service to the community. It is hoped that people can get information or service in just a few minutes or several hours, compared to 'manual services' which take several days or even more than one week. In this way, the community can immediately file the required reports without having to hire other parties, such as accountants or lawyers. On the other hand, officials in the government organization concerned can carry out their tasks and work more easily, faster and more precisely. In other words the concept of effectiveness and efficiency can be achieved [7].

An effective strategy in this context will result in significant results, for example:

1. Simplify the delivery of services to the wider community.
2. Eliminating unnecessary 'layers' of government management, so that the process is not bureaucratic.
3. Allows the wider community and other related parties to easily access information and obtain services from the government concerned.
4. Simplify processes in government operating systems and reduce costs through excessive system integration and elimination.
5. Ensuring a faster response to the needs of the wider community [7].

Problem in Government

Although many have advantages, but the implementation of e-government also cannot be separated from various problems. When government organizations become very numerous in using information technology, it is often not accompanied by the ability to increase productivity, including quality and services to the wider community. In some cases, some benefits can be derived from the influence of technology to transform the operating system of the old government organization. There are four main problems in government organizations that make it difficult to achieve increased productivity, namely:

1. *Performance Value Program* : The government evaluates the system in information technology based on how well they serve the needs of the community, and not on how well they respond to the needs of the wider community.

2. *Technology Leverage* : Around the 1990s the government (especially in Europe and America) used information technology to automate the processes in the operating system that existed at the time, compared to improving solutions and results that were more effective and efficient. Currently e-government implemented by several government organizations in Pringsewu district government is still in that condition. As a consideration, it should *commercial* development of *e-business* today can be learned and then applied, so efisiensi and can efektivitas did apat.
3. *Islands of Automation* : In general, the government builds its operating system electronically to meet needs in its internal perspective only. This system rarely can *inter-operate* or communicate with other government organizations. Consequently, the public must *search the* entire government organization to obtain services. In addition, business people also must *filing* themselves with the same information in some time .
4. *Resistance to Change* : The process of drafting the budget and government organizational culture tends to maintain a bureaucratic service system. The process does not provide a mechanism for investment in the form of information technology that is applied on each party concerned. There is even a tendency to feel 'afraid' to reorganize so that there is resistance to task integration and sharing the use of the system in several divisions within the relevant government organization [8].

Among the four problems, the most serious problem is *resistance to change* , because this problem concerns the attitude and motivation of human factors that require a long enough process to change it.

One way that can be considered to be done in order to overcome resistance to change is putting the parties that are resistant to su a tu conditions and circumstances "forced" them to change. These conditions and situations are deliberately created, so they will be motivated to change and voluntarily accept the application of the concept of e-government.

In general, e-government practices in Pringsewu District Government are not yet empowered in a strategic position, in the sense that e-government is still limited to *supporting programs* . E-government that is applied in the form of sites is also still limited to the level of interaction. But this certainly must be positively addressed because there has been an open attitude towards the development of information technology to provide the best service to the wider community.

III. RESULTS

Developing in E-Government

In general, the definition of e-government is understood as the delivery of government services automatically. According to [9] e-government is an electronic processing used by the government to communicate, disseminate or collect information, as a transaction and licensing facility for a particular purpose.



Fig 1. Pringsewu Website

Regarding the dynamics of the development of information technology, several government organizations in Pringsewu District Government have applied it even though it is still in a limited context. The application and use of e-government in the government structure that exists in Pringsewu District Government in general is mainly as a source of information. To make it happen, the government concerned uses international *network* (internet) technology to build a site.

IV. DISCUSSION

These stages of development are as follows [9] :

1. Presence (Presence)

It is a site page that provides exposure and information about the existence of the relevant government organization *online*. In general, this site page is nothing more than a *company profile* that informs various data and information related to the activities of the government organization. Consequently, every time there is a development or change, the site's page must be *updated*, so that site visitors will always know new things related to the presence of the site presenter (government organization) [10].

2. Interaction

The website page that is presented by the government does not only present exposure and information about its existence on-line, but also accompanied by electronic communication facilities (e-mail). Most sites built by the Indonesian government have just entered the interaction stage.

The presentation of e-mail facilities is intended to provide a point of contact for the site presenter and site visitor. E-mail allows site visitors to dig deeper information about various things related to existence [11].

3. Transaction

The transaction level shows that on the webpage in addition to providing information on relevant government organizations *on-line* and electronic communication facilities in the form of e-mail facilities, the site page also provides facilities that allow agreement between site visitors and government organizations legally. through *on-line system*.

At this stage the services provided by the government are not limited to providing answers and explanations to site visitors, but also serve other needs such as licensing, extension of a certain identity card, or others. The transaction phase requires site validity including security.

The critical factor that needs to be considered at this stage is security for the *approval* process from the government. The *approval* process must be ensured only by government officials who have the authority to do it structurally [12].

4. Transformation

Transformation is a site page that provides information about the existence of the relevant government organization *on-line*, electronic communication facilities (e-mail), facilities for the occurrence of agreements between site visitors and government organizations legally linked via *on-line system*. In addition, at the transformation stage there are also facilities for the occurrence of reciprocal information flows between site visitors and related government organizations, under the management of the relevant government [9].

The level at the transformation stage requires the government's openness requirements, because site visitors (the public at large) become one of the elements in the government operating system concerned. This means that the community is the party involved in the system. To reach this stage, the government must first define clearly regarding the organizational structure and the operating system scheme which certainly involves the community. One thing that needs to be examined critically is the clarity of the duties, responsibilities, authorities, rights and obligations of each element involved in the government operating system concerned.

Understanding site visitors in the context as explained at this level is society in the broad sense that represents individuals with all types of status and profession, and formal and non-formal institutions [13].

V. CONCLUSIONS

The development of information technology must always be addressed positively, especially as a center in providing the best service from the government to the wider community. The implementation of e-government is expected to realize these goals by basing on quality, faster, and easier services. Thus the government can achieve effectiveness and efficiency in its services or performance.

The presentation of the sites of several government organizations in Indonesia must be further enhanced to the transaction level while still taking into account the requirements. To avoid doubts about the wider community, then the government must monitor and evaluate the site criteria should always be carried.

One thing that needs to be observed in the application of the concept of e-government is to understand the vision and *values* of the e-government concept. With this understanding, the implementation will be more effective and fixed mendas a Refresh on the needs of the public, who should be served by the government.

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