

Website Management in Developing E-Government in Karangpawitan Sub-District

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Abstract

The development of information and communication technology is increasingly advanced day by day giving new life for humans to interact in the digital world. Technological advances that have occurred have made the government system transition to Electronic Government or E-Government. E-Government is the utilization of technology to improve accessibility and delivery of government services to stakeholders including employees, communities, and business partners. Through Presidential Instruction Number 3 of 2003 concerning Electronic Government Development Strategy, building website as a source of information is the first step in developing E-Government and this is one of the strategies to support good governance in Indonesia, namely through improving public information services. In Indonesia, many sub-district governments have not implemented an E-Government system in administering their governance, including Karangpawitan sub-district, Garut Regency. This community service aims to increase knowledge among Karangpawitan sub-district officials regarding the application of the E-Government concept and provide input regarding website development as a strategy in developing E-Government. The method used includes 4 (four) stages including first, data collection, source of the data collected includes primary and secondary data. Second, the preparatory stage, namely preparing all needs during implementation such as materials, targets and tools. At the implementation stage, namely the implementation of socialization activities. Finally, there is the evaluation stage, which is to see the feedback provided. The results of the community service received a good response from the Karangpawitan sub-district officials. The sub-district side welcomed the input submitted, as well as a decision from the Karangpawitan sub-district agency that it would immediately realize the creation of an official website to support better governance in the future.

Keywords: Digitization, E-Government, Public Service, Website Content, Website Management

INTRODUCTION

Information and communication technology which is developing very quickly is able to have a positive impact on people's lives. In carrying out various daily activities, people cannot be separated from the help of technology which continues to improve. In the current era of digitalization, technological developments are able to change people's habits. Technological developments not only change people's habits, but also influence public services and lead government administration to keep abreast of trends.

The administration of governance, one of which is in terms of public services, is a series of activities to fulfill services needs for the community in accordance with applicable regulations

covering the fields of goods, services, including administration provided by public service providers. Apart from that, there are demands from the public, namely that public services in the government must be transparent, effective, efficient, accountable, so that good governance is realized (Wiwin Kadek & Eka Putu, 2022).

E-Government is a manifestation of the use of advances in Information and Communication Technology (ICT) in government to improve the flow of information and services. Electronic Government or E-Government can actually provide many conveniences for government. The growing use of Information Technology in government activities aims to respond to problems that occur such as the need for transparent information, responsibility and efficiency in public sector services. E-Government plays an important role in assisting the operations of the public sector and internal public or external public (Sudirman & Saidin, 2022).

The author's findings through observation, illustrate the real conditions regarding the phenomenon of Website Management in Development E-Government in Karangpawitan sub-district, that governance administration in terms of public services still has not implemented an Electronic-Based Government System or what is also called E-Government. Public services are considered an important element and are involved in realizing good government. Public service is a series of public bureaucratic activities to meet the needs of the community. Reality shows that government public services are often a problem, one of which is the opinion of the public that service procedures are still not optimal and this cause a decline in public trust in the government. Steps to overcome this condition, in realizing excellent public services, efforts must be made to improve the quality of satisfying the information needs of the public on an ongoing basis, because in this case it is the main task of management that is carried out by public officials as well as possible.

The latest technological developments provide benefits for the government in carrying out state functions and responsibilities related to governance administration, from monitoring employee performance to providing public services to the community and providing information the community needs. This technological development is a bridge for the government to implement good governance. Therefore, the government must make the best use of technology in its implementation, including introduction E-Government.

Community service carried out in relation to the implementation of the E-Government system is strengthened by Article 4 of the Public Service Law Number 25 of 2009 which explains the principles of service delivery that are closely related to the implementation of E-Government, especially as an expression of the principles of participatory, transparency, accountability and accessibility. From this it was concluded that the introduction of E-Government service improves the country's public services (Ahmad et al., 2022).

Utilization of influential government websites to facilitate information and services, aims to expand and speed up information services for the general public, as part of E-Government to implement good and clean governance in the government area (Zahri & Hasan, 2022). The use of the website is a form of realization of the existence of an electronic or electronic-based government E-Government, this is of course in accordance with Presidential Instruction Number 3 of 2003 concerning National Policy and Strategy for E-Government Development. The form of good government is a government with an administration system that fulfills the duties and responsibilities and successfully maintains a healthy synergy of relations between the state, the private sector and its components to the public.

The government is responsible for answering questions from the public, responding to any complaints and providing solutions to problems felt by the public related to its implementation procedure. It's expected that the government has services that can facilitate the community. Like the presence of the internet, interested people can easily solve problems without having to come directly to the office, help people solve problems regarding regional development, provide input regarding government affairs, and report or discuss problems that the government can complain about. Because, some of the problems that occur can influence the progress of the government.

The occurrence of problems that arise can be minimized by starting to utilize technology, such as building a website. The existence of website assistance can make it easier for the public to visit all information services via search engines. When there are problems, such as damage to public facilities and public unrest, for example the construction of damaged roads, illegal levies and crime. The role of technology here is to help people submit complaints, comments, and meet the government to get a resolution to their problems (Sansena, 2021).

Website management as an E-Government development strategy is supported by empirical data, especially by proving the survey result of the Indonesian Internet Service Providers Association (APJII) quarter II/2019, namely 196.7 million people using the internet in Indonesia. This number has increased by 23.5 million or 8.9% when compared to 2018. The largest number of internet users came from West Java Province with 35.1 million people. So, it can be said that the internet is currently the main source of news and information (Vinka & Michele, 2021).

Based on information obtained from observations, there are problems in the Karangpawitan sub-district government, including internal and external problems. Internal factors, due to the limited distance between the village or sub-district and the sub-district office, cause obstacles to coordination and reporting from each village or sub-district official at the sub-district level. In this case, there were several difficulties in implementing the leadership and supervision of the village government at the Karangpawitan sub-district level and had an impact on the process of receiving reports, which also hindered government agencies from making policies and making decisions regarding the incident.

In addition, the public views public services as complex with quite lengthy procedures, so that it is difficult for the public to obtain good services. Therefore, a systematically designed concept is recommended in management that emphasizes equal standing between government institutions and the community to create better services, which includes information disclosure. As a public body, the Karangpawitan sub-district government also has an obligation to meet the information needs of its citizens.

Problems that arise can be solved with the help of Android and internet technology and innovations that are already widely known. If problems occur in the community, for example distribution of aid that is not distributed or obstacles in administration. With available technology, the public can submit complaints and comments, and contact institutions to resolve problems effectively, and report the problem to the appropriate party (Lorensa & Sari, 2020).

The principle of openness or institutional openness as a form of public service quality in public service management. Through the principle of public services transparency, government policies are certainly more controlled, access to information is open, so that the public knows all policies issued by the government. The principle of openness can also foster public trust in the government or vice versa. In this case, the government as a provider of public goods and services

must provide accurate information to those who need it, one of which is the information presented via the website.

The concept of E-Government based governance in government agency service programs is needed to facilitate the units involved in providing public services, services that can be accessed by the community anytime, anywhere without distance and time barriers (Wiwin Kadek & Eka Putu, 2022). Besides that, E-Government guarantees government transparency and accountability to the public, so that the public can participate directly in monitoring and controlling existing governance mechanisms. A two-way relationship is formed between the government and the community where all the problems that arise in the community are answered.

The community service carried out by the author is relevant to several previous community service writings entitled "Optimizing Website Management to Increase the Digital Marketing Capacity of Nature Tourism Managers". This previous devotional article discussed the issue of community openness to understanding and participation, in particular supporting village government by supporting management at the village level and human resources in optimally utilizing the media. The purpose of his dedication is to improve website management and resource mapping in the Semowo Village area, Pabelan District, Semarang Regency, which has several potential resources that can be used to support the existence of a nature tourism village. The implementation method is to conduct trainings that provide a practical overview of aspects of optimizing village websites, especially strengthening human resources in the field of digital marketing/e-marketing or nature tourism promotion. The results of his dedication show that: A village website with a map of the potential of the village development area for nature tourism, establishing an MoU of collaboration between the village council and university leaders for support, and Publicizing online community service programs both on websites and social media, especially in strengthening human resources in digital marketing/e-marketing or promotion of nature tourism (Kuswanto et al., 2014).

The second article is about "Socialization of Introduction and Training of Aisiyiah Information System Management for Aisiyiah Cadres in Tasikmalaya City". 'Aisiyiah Tasikmalaya City is an organization that does not respond to the situations and conditions of a society that is almost entirely based on technology. This initial process is related to the problem of teachers' lack of understanding about the use of media or online applications to improve the quality of learning. The purpose of his dedication is to strengthen the 'Aisiyiah Institute in advancing the people and nation towards an Indonesia that is technologically advanced. The method used is socialization and training on control of the 'Aisiyiah Information System (AIS) in the city of Tasikmalaya to achieve information management. The results of counseling about information system management training, website. For this activity, 'Aisiyiah Kota Tasikmalaya has trusted human resources to manage static and dynamic content directly (Yuliati, 2018).

Other previous community services were carried out by Sulidar Fitri, Hani Rubiani, and Windi Astuti namely "Healthy and Safe Internet Socialization for Teenagers", the service was carried out for teenagers in Cihideung District, Tasikmalaya City, West Java. The service was carried out based on a situation which stated that young students in the Cihideung District needed special attention when using the internet. The method of implementing this dedication is "Healthy and Safe Internet socialization". Based on the results obtained, young people are very enthusiastic about receiving learning related to healthy and positive content on websites or social media (Fitri et al., 2018).

As for the similarities and differences in the previous community service 1, 2 and 3 with the service being carried out. The relationship with community service that the writer will do is to have similarities in carrying out transformation activities into the digitalization era or starting to maximize the sophistication of information and communication technology in the context of each problem that occurs. The difference is that former community service 1 focused more on optimizing website management to increase the digital marketing capacity of natural tourism managers in the Semowo village area, Pabelan District, Semarang Regency. Past community service 2, focuses his service on the socialization of the introduction and training of the management information system 'Aisyiyah in the city of Tasikmalaya to achieve knowledge management (knowledge management). Former community service 3 focused on socializing healthy and safe internet for teenagers in Cihideung District, Tasikmalaya City, West Java. Meanwhile, in community service, the author will focus on his service on E-Government socialization activities E-Government and introduction in website management with in the Karangpawitan sub-district government. With the focus of the problem that is not the same between the previous community service and the community service that will be carried out, it shows that this community service is a new scientific article.

With the help of website management, the government seeks to maximize its duties and functions, especially in supporting its internal and external operations. The public information policy of the Karangpawitan sub-district government is the basis for the public to be able to access public information that is considered important and answers the needs of the wider community. In addition, everyone has the right to obtain different information that is useful for society for their personal and social needs.

The development of E-Government in the form of a website is carried out to increase existence and also support the rapid development of technology at this time. When implementing a new website, it is important for the government to pay attention to the website content in it. Determining content is part of communication that is expected to meet public needs and create mutual understanding between parties to maximize use E-Government.

Communication activities are considered successful if an information or message shared by the sender of the message is able to create the desired changes from the sender of the message, for example, changes in the level of knowledge and behavior. Changes to the public can be felt as feedback, namely through the responses they give, for example based on the contents of the content offered. It can be said that the success of a communication program exists if a message delivered by the sender or facilitator can change the knowledge, attitude or behavior of the recipient or the message media (Nurhadi & Kurniawan, 2017).

Based on the conditions above, apart from the Tri Dharma section of the Higher Education Garut University Communication Science Studies Program, the community service carried out also aims to provide an understanding regarding application of E-Government, increase insight regarding website development in developing E-Government, and determine content in management website through socialization. Through this activity, it is hoped that the government will be more open about its policies towards the public and be able to keep abreast of technological developments that have become part of human life. This service activity is located at the Karangpawitan sub-district government office, Garut Regency, West Java Province.

METHOD

This community service is carried out offline by coming directly to the Karangpawitan sub-district office. The location is at Jalan Karangpawitan Number 252, Garut City, Cimurah, Karangpawitan sub-district, Garut Regency, West Java 4482. Several methods are used in the implementation of community service activities. The method can be described as follows.

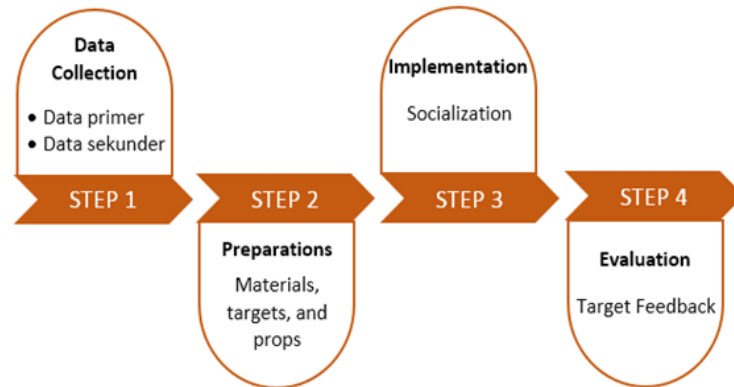


Figure 1. Community Service Implementation Process

Data collection stage

Sources of information in implementing community service are the first and important factor, because the obtaining information sources can be linked to the quality of community service results. Therefore, when establishing data collection techniques, the main data sources are considered. The information that the author collects is used to respond to questions needed during the implementation of service. The data sources in question consist of primary data sources and secondary data sources.

Primary data or data obtained by going directly to the field from the subject of this community service, the author obtains information directly by paying attention to all the requirements that had been previously considered. Obtaining primary data, which is part of the services chain, is often necessary for the purpose of making the right decision. Primary data is the result of data obtained and is considered more accurate, because this data is shown in detail. In this service, primary data were found from survey results to community service locations and conducting interviews directly with Karangpawitan sub-district officials. Meanwhile, the author obtained secondary data by reviewing the literature on previous community service and other studies research relating to the accuracy of information related to the phenomenon highlighted. Surveys and interviews aim to find out directly the situation and circumstances of the problems that arise.

The activity preparation stage

The second stage is the preparation stage, at this stage the author arranges a series of activities that will be carried out so that the time and work are carried out properly and directed. At this stage, the author begins to design materials and prepares the materials needed to respond to problems based on the results of surveys and interviews that have been conducted previously.

The author here prepares material related to understanding E-Government and the use of the website as well as determining the contents that is adapted to the circumstances of the institution. Apart from that, targets, props and teaching aids were also determined based on the licensing process of the Karangpawitan sub-district.

Stage of implementation of activities

At the implementation stage, socialization regarding E-Government is carried out, knowledge is given about the legal basis of implementation E-Government, digital public service systems, website management as a strategy for agency work programs and E-Government development, increasing insight regarding determining website content and utilizing the facilities that can support the development of existing service systems in Karangpawitan sub-district. The communication strategy carried out by the author is direct socialization (face to face), to measure the success of this strategy, the author uses Harold Lasswell's communication model (Arif, 2020).

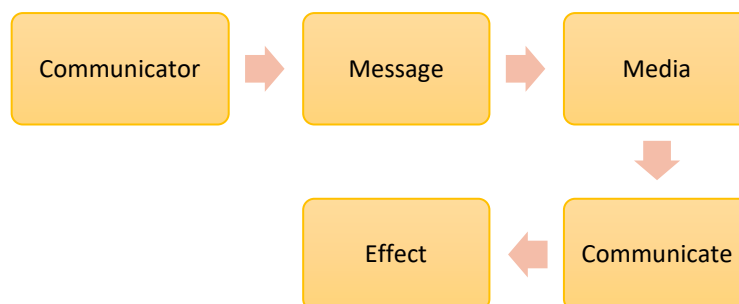


Figure 2. The Lasswell Communication Model

Evaluation stage

The evaluation stage is the final stage in the service being carried out. At this stage, it is control over the results obtained or achieved after ongoing socialization activities, as evidenced by the response or response from the Karangpawitan sub-district officials to the author.

RESULTS AND DISCUSSION

Community service is designed to respond to identified problems from the service subject and provide solutions that can be taken. The form of the work program organized by the author is the socialization of website management in developing E-Government in Karangpawitan sub-district to Karangpawitan sub-district officials. The socialization took place on Wednesday, May 24, 2023, this activity received positive feedback from the District officials who attended the Karangpawitan sub-district office.



Figure 3. Presentation of Socialization Materials, 2023

After conducting socialization, to measure the success of the communication strategy undertaken, the authors refer to Harold Lasswell's communication model, which is as follows.

- Communicator, the success of a communication strategy cannot be separated from a communicator or message sender. The author as the communicator here takes the initiative to convince the target audiens, namely the Karangpawitan sub-district officials, by conveying information or messages related to the phenomenon which is the goal of the community service. The author tries to build audience trust based on the literature and experience that has been obtained.

In the process of implementing socialization, the author applies an attitude of openness to the audience, meaning that the author is pleased to convey important information to stakeholders. In addition, the eistance of an attitude of support aims to create open interaction and communication so that it is able to create responses that are relevant, spontaneous and clear.

- The communicant, the author's communication strategy using the lecture method in conveying his socialization, has the intention of being able to establish a direct relationship with the target of communication. Before the activity begins, the author provides a set of tools for participants to register. The data will later be filled in by socialization participants, through this data it can explain the target audience including personal data, namely name and position. In the following, the author presents the data of the participants who attended the socialization at the Karangpawitan sub-district Office.

Table 1. Socialization Participants Present on May 24, 2023 at the Karangpawitan sub-district office

No.	Name	Department
		Head of General Subdivision, Evaluation and Reporting
1	Deni Novianto	
2	Dayat Sujana	Sub Division of Finance and BMD
3	Maman Suparman	Sub Division of Finance and BMD
4	Dali Firmansyah, S.E., MM	Head of Service
5	Aap Apduhak	Security and Order Section
6	Endang	Security and Order Section
7	Asep Wahid, S.E	Head of Government

No.	Name	Department
8	Agus Muslim	Head of Village Community Empowerment
9	Dona Rizky Aprianto	Head of Welfare

Source: Attendance List of Socialization Participants, May 2023

Based on table 1, it can be concluded that the participants have met the objectives of the socialization carried out. With the presence of representatives from the Karangpawitan sub-district officials, they were directly able to support the socialization because the socialization material was delivered as expected by the author.

- Messages, messages conveyed during socialization take place, lead to the purpose of community service, which is to provide information so that Karangpawitan sub-district officials know and take the expected actions. In this process, the communicator namely the author tries to avoid pronouncing words that have connotative meanings. The author conducts an assessment first so that the purpose of the communication message will also help in determining what strategy the author will take. The purpose of the communication carried out by the author, including providing information, solicitation and input related to website development as one of the strategies that can be applied to develop E-Government in government agencies.

In addition to conveying information and education, the author also tries to build confidence in the Karangpawitan sub-district officials by using persuasive techniques, the sub-district officials present are invited to understand the importance of delivering Karangpawitan sub-district institutions towards digitalization in supporting the governance process, one of which is in terms of more optimal public services. The main material in the implementation of socialization, including :

- 1) Concept E-Government and the legal basis for its application E-Government in Indonesia.
 - 2) Three delivery models E-Government, that is Government to Citizen, Government to Business, and Government to Government.
 - 3) Website management as a strategy in developing E-Government.
 - 4) Determine the contents of the content on government websites.
- Media, the implemenation of socialization activities is carried out by the author directly (face to face) with the target audiens. The author delivers the essay using the lecture method. Then, to support the communication carried out, the author also utilizes print media, namely by placing banner to inform all Karangpawitan sub-district officials that there are socialization activity, so that it is hoped that many Karangpawitan sub-district officials will actively participate in the on going activities.
 - Effects, the effects given by the Karangpawitan sub-district apparatus from the process of conveying messages conveyed by a writer or communicator to the communicant can be received as well as possible. In the process of socialization activities, the author provides

education about application E-Government and website development in developing E-Government in Karangpawitan sub-district, while the communicants are Karangpawitan sub-district officials.

Based on observations during socialization activities, the authors obtained new findings, the Karangpawitan sub-district government responded quite well and replied that the local government was ready to carry out digital transformation as needed. However, the main obstacle that occurred in Karangpawitan sub-district was the lack of preparation to support its implementation.

The response from the Karangpawitan sub-district apparatus stated that seeing the current reality, society cannot be separated from digital activity and innovation. E-Government in support of optimizing public services in Karangpawitan sub-district, the construction of an official website for Karangpawitan sub-district will soon be realized. With this positive response, stated that the socialization carried out was input for the Karangpawitan sub-district government to welcome the digitalization era as well as the first step in developing E- Government in Indonesia.



Figure 4. Group photo of Karangpawitan sub-district officials, 2023

In this section, the author will present the results of the discussion which refers to the success of the service that has been obtained. The discussion of this devotion explains attendance E-Government optimizing website management is the government's effort to implement the use of information and communication technology to support the implementation of governance, especially in terms of the government providing services to the public. The ease of using the internet has had an impact on many aspects of human life, including facilitating people's lifestyles with their social life. These opportunities include information flow systems that can be easily accessed to realize good governance and government that is open to governance in Indonesia.

Dunleavy launched digital governance in 2005 said to be the successor new public management and widely accepted in government. He said digitalization in administration was important. Even a professor of politics and public policy at the London School of Business and Political Science (LSE) revealed: "The new public administration is dead, long live governance of digital age". Therefore, none other than the presence of the digital age that we are feeling in government management needs to be implemented immediately. It is time for the government to seriously consider its responsibility to encourage good government management in the delivery of public services supported by technological advances (Lailiyah, 2022).

In 2022, the results of a survey conducted by the United Nations (UN) E-Government Survey 2022 state that Indonesia is ranked 77th in terms of effectiveness in developing and implementing

an electronic government system (SPBE) or E-Government. These results state that Indonesia has risen 11 ranks, from rank 88 (2020) and rank 107 (2018). The digital service system which is guided by Indonesian President Joko Widodo's Presidential Decree 95/2018 regarding SPBE continues to be encouraged so that people can feel satisfaction while supporting sustainability.

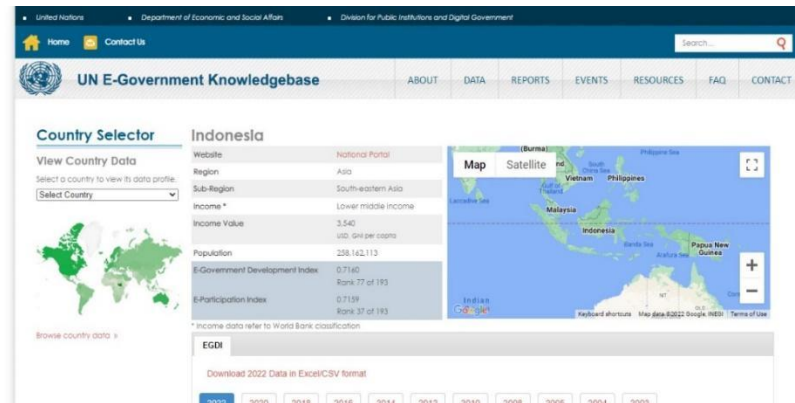


Figure 5. UN E-Government Knowledgebase 2022

The UN survey that was held chose the theme "The Future of Digital Government". The objective of the survey is to serve as a development tool for UN member countries to identify their own strengths and challenges, thereby sharpening development strategies for policy delivery and SPBE implementation. On the purpose of the survey too, the United Nations labeled countries with a score of more than 0.75 declared as Very High E-Government Development Index or it is called Very High EGDI, at a score of 0.50 to 0.75 which is called High EGDI, a score of 0.25 to 0.50 is named Middle EGDI, while countries with a score less than 0.25 are Low EGDI. Overall, Indonesia scores 0.71600 in the High EGDI group in the 2022 UN E-Government Survey.

Based on these results, Indonesia has progressed every year. However, the Minister of State Apparatus Empowerment and Bureaucratic Reform (PANRB) as chairman of the National SPBE Coordinating Team, said that a strategy was needed to improve SPBE implementation where one of the improvements is the strengthening of telecommunications infrastructure, one of the lowest rating points. Then, there is also a need to strengthen management, services and human resources which are considered to be slightly above average to optimize the use of SPBE in Indonesia.

This progress shows that the development and implementation of SPBE has been going well. The research results are a strong sign that digitalization must be implemented immediately. Mainly in the government so that the public service of the State Civil Apparatus increases. But in fact, scatter E-Government is still very uneven, especially in the subdistricts, as is the case with the Karangpawitan sub-district which still provides manuals.

It is not only the public who benefit from digitalization in the public sector, but also internal public service providers. The government must respond to societal expectations and global challenges presented by changes and developments, particularly in the field of technology. Administration digitalization with the help of an electronic administration system is expected to increase administrative responsibility and improve management.

CONCLUSION

After the service socialization of “Website Management in E-Government Development in Karangpawitan sub-district”, it was realized that there were problems with the management system both internally and externally. Karangpawitan sub-district has not responded far in terms of providing services to the community in the current era of rapid technological and information advances. From the facts obtained in the field, the authors see that the Karangpawitan sub-district government still does not fully understand the application of the concept Electronic Government or E-Government concept and how to apply it to facilitate public access to government services in Karangpawitan sub-district to uphold a more optimal service quality. The administration of governance in terms of public services that have not yet adapted to Electronic Government means that people tend to be slower to receive services and do not have the opportunity to participate in realizing good government.

From the overall results of the implementation of community service regarding the implementation of E-Government and good and correct E-Government development strategies, it can be concluded that the process of administering governance, especially public services in Karangpawitan sub-district, has not yet responded to the incessant technological advances that have occurred in the present era, so that public services are still has not increased. The socialization that has been carried out has received a good response from all Karangpawitan sub-district officials and through Karangpawitan sub-district officials, conveying that the construction of an official website will soon be realized to support better governance activities in the future.

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APPENDIX



Figure 6. Documentation of preparation and interview activities with Karangpawitan sub-district officials



Figure 7. Documentation of the implementation of socialization at the Karangawitan sub-district office