Proceedings of the 5th International Conference on Administration Science

29 November 2023, Bandung, West Java, Indonesia

Organizer
Polytechnic STIA LAN Bandung

ICAS 2023

General Chair

Sait Abdullah, Phd, Polytechnic STIA LAN Bandung, Indonesia

Technical Program Chair

Deni Fauzi Ramdhani, SIP, MA, Polytechnic STIA LAN Bandung, Indonesia

Conference Organization

General Chair:

Dr. Sait Abdullah, S.Sos., M.Pol.Adm.

Technical Program Committee:

Deni Fauzi Ramdani, S.Sos., MA Anggi Syahadat Harahap, ST., M.Kom (Chair) Opik Idham Taupik Sri Suryani, S.Kom., M.Kom.

Secretary:

Siti Widharetno M, S.IP., M.Si Iwan Kurniawan, S.Pd, M.Si Alikha Novira, S.Hum., M.I.Pol

Treasurer and Finance Committee:

Komang Monday Sari, S.Sos. Syifa Maretha Fadillah, A.Md.

Administrative and Secretarial Committee:

Putri Wulandari Atur Rejeki, S.Si., ME. (Chair) Nanda Ravenska, S.SI., M.A.B. Nadiarani Anindita, S.Psi., M.A. Nisha Faradilla Sofiani, ST, MT.

Event Committee:

Nur Imam Taufik, S. IP., MM. (Chair) Riky Rinaldy Maulana, S.IP., M.AP. Reni Wijayanti,S.Si., M.A.B Rofi' Ramadhona lyoega, SP., M.Sos

Publication Chair:

Robbi Rahim, P.hD (STIM Sukma Medan, Indonesia)

Website and Social Media Committee:

Dessy Deliana Puspasari, S.Sos.(Chair) Rahman Widianto, S.IP. Adhika Bergi Nugroho, ST., M.A.B Katharina Rahavu Candrawati, ST.

Editorial Board Committee:

Rodlial Ramdhan Tackbir Abubakar, S.IP., M.AP (Chair) Raisa Rafifiti Choerunnisa, SH., M.Si Pepi Zulvia, S.Pd., M.Si Fandi Ahmad, ST., MI. Saekul Anwar, S.Pd., M.Si Ono Taryono, S.Pd., MA. Rike Anggun Artisa, S.I.P, MPA

Scientific Committee:

Drs. Sabar Gunawan, MA. (Chair)

Dr. Muhamad Nur Afandi, S.Pd., M.T.

Dr. Hendrikus T. Gedeona, S.I.P., M.Si.

Dr. Edah Jubaedah, MA.

Dr. Hafid Aditya Pradesa, SE., MM

Endah Mustika Ramdani, S.IP., M.AP.

Dr. Sait Abdullah, S.Sos., M.Pol.Adm.

Dr. Abdul Rahman, S.K.M., M.Si.

Lidia Maasir,,B.Comm. (Hons), MHRM.

Septiana Dwi Putrianti, S.E., M.Com (Hons)., Ph.D

Preface

Best regards,

First and foremost, all praise and gratitude to Allah the Almighty God for all His grace and power to bring us all in this online international conference.

This international conference basically is the routine international conference program which is held annually by the Polytechnic STIA LAN Bandung. In 2023, the fifth international conference is held in collaboration with Indonesian Association of Public Administration (IAPA), particularly West Java Representative. The other co-host which are in charge in this international conference are Public Administration Department, University of Pasundan Bandung, Polytechnic STIA LAN Jakarta, Polytechnic STIA LAN Makassar, Widyatama University and the Fraternity of Lecturer of the Republic of Indonesia (PDRI).

Amid rapid and advanced development in science, information, technology and economic growth, the world has changed and altered with what has been called the digital transformation era. In the meantime, the world also was still shocked by the spread of the Covid 19 pandemic which killed millions of people, paralyzed various sectors of economy and industry, and created enormous fear in various circles. Breakthrough efforts to adjust to the digital transformation and to reduce the Covid-19 pandemic were carried out by various countries by making several breakthrough policies in various fields, including digitalization, e-governance, health, social assistance in the form of social safety net and economic policy policies to generate economic growth.

In this context, government, civil society, private sector, public policy, and administration must always be at the forefront of finding solutions in various sectors of life through collaborative dan digital governance. The collaborative and digital aspect of public policy and administration formulated by the government is crucial in determining how public policy direction will be taken and how to predict its outcome and impact amid the current crisis and turbulence. To meet the needs of the collaborative and digital governance era, the Polytechnic STIA LAN Bandung, conducts the international conference on "The Future and Challenge of Dynamic Digital Governance in Facing Post-Pandemic Era" with speakers of a range of academicians and practical expertise in the field of public policy and administration, public governance, political economy etc. The main objective of the international conference is to identify and understand the opportunities and challenges of the administrative reform toward collaborative and digital governance era of public policy and administration.

The output of this international conference is international proceedings which will be published internationally

in European Alliance for Innovation (EAI).

This book of proceedings is not just a collection of papers, but a milestone that reflects the global collaborative

spirit. We believe that every page in it contains inspiration to embrace change and create a positive impact on

society. We have the privilege to share insights, permeate knowledge, and build new networks in a shared effort

to achieve higher goals.

As chairman of the international seminar committee, I would like to express my sincere gratitude to all parties

who have participated in the realization of this event. Thank you to the organizing committee who have fought

hard, to the resource persons who have shared their thoughts, to the authors who have contributed to this

proceedings book, and of course to all participants who have given encouragement and energy to each

discussion session.

Let us continue this collaborative spirit in our respective journeys. Through this book of proceedings, may we

be able to realize sustainable positive change and make this world a better place for future generations. Thank

you all for your dedication and participation in this International Seminar.

Again, we also are very pleased and thank you for key note speaker and all speakers who present in this online

international conference. Your shared knowledge and experiences are helpful in building scientific

development in administration science in the future. We hope that all participants and presenters also enjoy this

online conference and have fruitful discussions in their room presentations which will be held after the panel

presentation by all speakers.

Thank you very much.

General Chair of the conference

Sait Abdullah, PhD

vii

Contents

An Overview of the Evolution of Research on Reform Putu Jaya Adnyana Widhita, Pantius Drahen Soelir	Bureaucratic ng, Muh Azis Muslim	1
Analysis Of The Development Of Tourism Potential And Food And Drink Sector In Sleman Regency Iwan Kurniawan, Melati Dewi Asri, Laksmi Fitrian	In The Accommodation	10
Beyond Collaboration and Interorganizational Net- Royong" Model of Bureaucratic Reform in Indones Alih Aji Nugroho, Bambang Santoso Haryono, Fadi	ia	25
Challenges of Strengthening Health Services for the Bandung City Nita Nurliawati, Wanda Viola Widiani	e Productive Age in	39
Collaborative Governance In Handling Stunting Pr Irma Sri Ardianti, Muhamad Nur Afandi	oblems At Bandung City	45
Community Empowerment in Coastal Areas in the Province Muchammad Rachmat Rogianto, Muhammad Fedr Sumadinata, Mohammad Benny Alexandri	· ·	54
Community Empowerment to Accelerate the Reduce Bandung City Alikha Novira, Risna Resnawaty, Muhammad Fedrachim	· ·	61
Comparative Analysis of Digital Transformation in Government Endah Mustika Ramdani, Friska Setya Mawarni, Sa Hadi, Najma Maritza Putri, Bilqis Raihan Zahaya	C	68
Comparative Study of Merit System Implementatio Governance in the Era of Digital Governance (Mini and Gianyar Regency Government) Asropi Asropi, Budi Fernando Tumanggor, Pormar Indriyani, Annisaa Dhia Fadhilah	stry of Religious Affairs	77
Consultant Services Policy To Improve Business Pe Pandemic Septiana Dwiputrianti, Kanur Jaya Darmawan, Lak		86
Designing A Performance Management Model In T Agency Of West Java Province Alya Azzahra, Teni Listiani, Sedarmayanti Sedarma	· ·	100
Digital Leadership and Innovation in Local Govern Service Delivery in Sumedang District West Java Sait Abdullah, Muhamad Nur Afandi, Hendrikus T Iyoega		112

Digital Marketing Strategy In An Effort To Improve Organizational Performance Of Bandung Kiwari Hospital Mohammad Kahfi Ardatama, Nur Mustakim, Budi Priyono	124
Understanding Public Services Using Digital Technology: Empirical Model of Digital Public Service in Local Government Rike Anggun Artisa, Sinta Ningrum	130
Effectiveness of the 'Sekoper Cinta' Program for Women's Empowerment in Bandung City Rofi' Ramadhona Iyoega, Dea Lupiya Hayati, Rafi Naila, Winda Irmayanti	138
Enhancing Organizational Performance at BPTJ Ministry of Transportation through Terminal Information System Training: A Post-Pandemic Digital Governance Perspective Muhamad Ghazy Al Ghaffaru, Haninditya Putri Maludin, Augustine Kerenhapukh Ifolala Telaumbanua	143
Evaluation of Coffee and Spices Export Business Training Program at CV Putra Renjana Intan Permatasari, Sabar Gunawan	157
Export Business Development Policy For Small and Medium Enterprises in the Ornamental Plant Septiana Dwiputrianti, Dea Rizki Amelia, Abdul Rachman	163
Good Corporate Governance and The Development of Human Resources in The Strengthening of The Company's Work in PT Bank Sulselbar Ridwan Rajab, Keisha Dinya Solihati, Muhammad Rizki, Nurmita Sari, Fathimah Luthfi Latifah	172
Green Tax as a Form of Public Policy in Social Problem Abdul Rahman, Yesi Hendriani Supartoyo, Zamroni Salim	180
Green Tax as Representation of Green Economy For Economic Development Izza Nur Lathifa Siregar, Abdul Rahman	185
Implementation of Career Development in the Functional Position of HR Analyst Apparatus (Case Study at the Yogyakarta City Personnel and Human Resource Development Agency (BKPSDM) Yogyakarta City) Porman Lumban Gaol, Fachri Fatradien Ermar, Charty Seti Andina, Arindea Sari, Ilham Maulana Yusuf	193
Implementation Of Civil Servant Career Pattern Policy At Banten Provincial Government Aan Fauzan Rahman, Elisa Susanti, Herijanto Bekti, Ramadhan Pancasilawan	202
Implementation of Coaching Using the GROW Model Approach in CPNS Training Edah Jubaedah, Tetty Kurniati	208
Implementation of Entrepreneurial Values in Improving Organizational Performance: Case study at Population and Civil Registration Office Badung Regency	217
Firman Hadi Rivai, Budi Priyono, Anita Anita, Adriwati Adriwati, Syalwah Aisyah Purnama	

Implementation of the Regional Government Information System (SIPD) in the Budget Planning Process at the Secretariat of the Bandung City Regional House of Representative Raisa Rafifiti Choerunnisa, Mershiva Ramadhisha	224
Implementation of Special Economic Zone Development Policies Arlan Marzan, Elisa Susanti, Ramadhan Pancasilawan, Herijanto Bekti	236
Improving the Local Government Performance: The Role of Digital Innovation and Digital Leadership Neneng Sri Rahayu, Alih Aji Nugroho, Rima Ranintya Yusuf, Yumna Rizki Widowati	243
Increasing the Realization of Motor Vehicle Tax Revenue in Tangerang Regency through Service Innovation Bayu Adi Putranto, Herwan Abdul Muhyi, Mohammad Benny Alexandri, Muhammad Fedryansyah	251
Innovation and its Relationship with Regional Competitiveness Putri Wulandari Atur Rejeki, Ali Akbar, Adhisti Dara Narda	257
Investment Growth Review in Subang Regency within the Framework of Collaborative Governance for Investment Promotion Santika Dewi Yuliana, Siti Widharetno Mursalim	267
Leadership in Sustainable Green City Development in Makassar City Hamka Hamka, Eddy Kusponco, Bambang Suhartono, Azra Mahira	272
Model Of Downsizing Bureaucracy In Purwakarta Regency Endang Wirjatmi Trilestari, Hendrikus Triwibawanto Gedeona, Saekul Anwar	298
Optimizing The Role Of Social Assistants In Community Empowerment Programs Tony Handono, Muhamad Nur Afandi	313
Performance Analysis of Literacy Communities Using the Balanced Scorecard Approach	321
Beby Camila, Difra Salakay, Keisha Dinya Solihati, Nurmita Sari	
Performance of the Public Works and Spatial Planning of Banten Province in Road and Bridge Management Novi Dien Pertanto, Candradewini Candradewini, Heru Nurasa, Widya Setiabudi Sumadinata	333
Proposed Virtual Reality Implementation in Toraja Tourism to Improve Accessibility and Foreign Interests Dheyandara Iskandar, Sofyan Hanafi, Farkhanatun Nadiyah, Gavin Nabiha Ramadhan, Prita Larasati	343
Public Sector AI Adoption: Regional Government Efforts in Improving Organizational Performance Devina Khaerunnisa, Azkha Ayunda Wahyudi, Ayuni Putri Anggraeni, Lilis Ratna Suminar, Alih Aji Nugroho	358
Service Optimalization to Improve Public Service at Surabaya City Cintantya Andhita Dara Kirana Muhammad Firman Nugraha	368

Service Transformation through Digital Public Service Mall in Sumedang Regency Rofi' Ramadhona Iyoega, Agnita Nurul Hakin, Puttri Zavira Nurhaliza, Sofyan Hidayat, Zukhrufi Rachmannisa	374
Social Media and Political Participation of Young Voters in the 2024 Presidential Election Deni Fauzi Ramdani, Alikha Novira, Raisa Rafifiti Choerunnisa	382
Social Policy Analysis in Poverty Alleviation Hilman Haris, Ramadhan Pancasilawan, Muhammad Fedryansyah, Widya Setiabudi Sumadinata	389
Management of Testing Services at Environmental Laboratory Regional Technical Implementation Unit of Bandung Regency using Soft System Methodology Mala Hesti Purwani, Endang W. Trilestari, Ely Sufianti, Edah Jubaedah, Septiana Dwi Putrianti	395
Strategy For Improving the Competencies of Civil Service Police Unit Employees in South Tangerang City, Indonesia Nefi Aris Ambar Asmara, Sabar Gunawan, Gatot Sambas Junaedi	405
Strategy To Improve Non-Financial Performance of Regionally Owned - Enterprises in Indonesia (Study on Municipal Waterworks) Arifiani Widjayanti, Heny Handayani, Hamidah Rosidanti Susilatun	412
Strengthening Social Capital for Community Empomerment: A Case Study of Dairy Farmers in Tenjolaya Village Bandung Regency Ono Taryono, Ely Sufianti	421
Strengthening the Digital Talent Ecosystem to Support Digital Transformation in Indonesia Rodlial Ramdhan Tackbir Abubakar, Fikri Aditya Tri Andhikaputra, Rike Anggun Artisa, Endah Mustika Ramdani, Septi Lestari	429
Talent Management Model for Functional Policy Analyst Positions: A Soft System Methodology Perspective Mala Sondang Silitonga, Retnayu Prasetyanti, Rindri Andewi Gati, Risky Yustiani Posumah, Reni Suzana	435
The Advancement of Research on Human Resources Development in the Public Area: A Bibliometric Analysis Dadan Rusdian, Amy S. Rahayu, Muh Azis Muslim	450
The Capacity of Banten Province's Regional Development Planning Agency (Bappeda) in the Effectiveness and Efficiency of Budget Expenditure Implementation Sugeng Haryadi, Nina Karlina, Ida Widianingsih, Heru Nurasa	462
The Development of E-Government to Support Marketing of Denpasar City's Tourism Potential in the Digital Era Nila Kurnia Wati, Edy Sutrisno, Hidayaturahmi Hidayaturahmi, Ahmad Maulana	472
The Dynamics of Simplifying Bureaucratic Structures and Equalization of Positions in Purwakarta Regency Hendrikus Triwibawanto Gedeona, Nita Nurliawati, Raisa Rafifiti Choerunnisa	480

The Impact of Work from Office Working System after Covid-19 Pandemic on X and Z Employees Generation Working Motivation in Yogyakarta City Government Head Office and Jabodetabek Transportation Management Agency Head Office Budi Tumanggor, Nabiilah Huwaidaa, Mariani Amelia, Kezia Mauren, Luthfi Prathama	491
The Public Sector's Research on Transformational Leadership: A Literature Review Muhammad Hasyim Lalhakim, Bernadus Yuliarto Nugroho, Rachma Fitriani	504
The Role of Financial Literacy on Investment Interest Nur Imam Taufik, Ari Irawan	517
"WA Kepo" Innovation as an Online Information and Service Provider in Sumedang City Cintantya Andhita Dara Kirana, Rike Anggun Artisa, Firda Nurmala Salsabila	525
Efforts to Optimize Student Mental Health Service Programs at STIA LAN Polytechnic Bandung Regina Syfa, Lucky Bunga, Keysa Najelista, Nadiarani Anindita, Fandi Ahmad Apparatus Human	532
The Role of Civil Servant Neutrality in Facing the Indonesian Political Year 2024-2029 on the Political Interest, Political Leadership, and Merit System Perspective Budi Fernando Tumanggor, Nurliah Nurdin	542
Unfilled Mandate: Addressing the Needs of Disabled Public Servants Saut Gracer Sijabat, Faza Dhora Nailufar, RN Afsdy Saksono, Revansa Zulfikar Darojatun	559
The Development of E-Government to Support Marketing of Denpasar City's Tourism Potential in the Digital Era Nila Kurnia Wati, Edy Sutrisno, Hidayaturahmi Hidayaturahmi, Ahmad Maulana	571
Cultural Tourism Impacts Toward Socio Economic Development in Toraja, Indonesia Calub Banasyyati Karnida Batta Cinting Luki Karnnia Farkhanatur Nadiyah	579
Galuh Pancawati, Karnida Retta Ginting, Luki Karunia, Farkhanatun Nadiyah Evaluation of the Implementation of the E-Sakip Based Government System in Bandung City Regional Government Rifany Aulia Respatika, Muhamad Nur Afandi	587