# *E-Government* Development in Public Service Based On *Smart Netizen* Application at Buyut Udik Village, Gunung Sugih Sub-District, Central Lampung Regency

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## ABSTRACT

Nowadays, in the age of industrial revolution 4.0 which is completely digital, the demand of the community to the government as service providers are increasing. However, limited resources and procedures which is complicated often become obstacles in realizing an optimal service. One of the efforts that must be done by the government to address this problem is by utilizing information technology which is referred to as e-government. Thus, *e-government* in government organizations specifically village government as *street-level bureaucrat* which is directly dealing with the community needs to be developed to provide convenient service and gives opportunity to the community to access integrated, efficient, and effective services. The focus and objective of this study were to analyze the development of *e-government* in public services based on *Smart Netizens Applications* in Buyut Udik Village Gunung Sugih Sub-District Central Lampung Regency using three elements of successful *e-government* development. This study used qualitative descriptive analysis method and data sources from primary and secondary data using purposive sampling technique to focus on public services based on *smart netizens application* with the aims of research. The results showed that development of *e-government* in service-based *Smart Netizens Application* in Buyut Udik Village has a relatively low quality which can be seen from various elements such as elements of support, capacity, and value. It still needs improvement in the system and resources so that the services provided to the community are more optimal.

***Keywords****: E-Government, Public Service, Smart Netizen Application.*

## 1. INTRODUCTION

"Globally, the world had applied a new principle in state administration which is referred to as the new public service in 2003. This paradigm emphasizes the need to revitalize the public position as citizens who have the right to be served" [1]. In the age of industrial revolution 4.0 which led to the digitization of the current system, the demands of the public on the government as the service providers were greater. The community demands make the government always prioritize service satisfaction to the community in various service facilities. However, limited resources often become obstacles in achieving maximum service. This has implications on the use of information technology by building the concept of *e-government* in public services at

every level of government agencies as one of the efforts that must be made to overcome these problems and create a digital society.

According to World Bank, "*e-government* refers to the use of information technology by government agencies such as Wide Area Networks (WAN), internet, mobile computing, which can be used to build relationships with the citizens, business world and other government agencies" [2]. *E-government* is an effort to develop information technology-based governance as a tool in improving better quality public services. Currently, the central and regional agencies have taken the initiative to improve public services through communication networks and web-based information and applications. The village is a government organization that gets assistance task from the central government in providing direct services to the community. However, services at the village level are still considered have low quality and quantity.

"Poor governance practices in the implementation or management of public services are strongly felt by citizens and the wider community. This means that if there is a significant change in the domain of public services, the benefits can be felt directly by citizens and the wider community" [3]. Ideally, *e-government* in government organizations especially the Village Government as street-level bureaucrats who directly dealing with the community needs to be developed to provide ease of service and also provide opportunities for people to access integrated, effective and efficient services.

Buyut Udik Village is a village located in Gunung Sugih Sub-district, Central Lampung Regency, which has applied *e-government* in the implementation of public services based on *Smart Netizen Applications* facilitated by Central Lampung Regency. The aims of smart netizen applications become one of the efforts of the local government to empower the community and realize an information-cultured society through community participation in the use of information technology. *Smart Netizen Applications* can also provide convenience and simplicity for the community in meeting the needs of village administration such as making a Family Card (KK), Identity Card (KTP), and etc. With this applications, the people of Buyut Udik Village who need the information and public administration services can access it anytime and anywhere now.

From a brief description of services in Buyut Udik Village, the writer intends to analyze the development of e-government in public services based on *Smart Netizens Applications* in Buyut Udik Village using three elements of successful *e-government* development [4]. Therefore, this study was conducted to describe e-government analysis in public services based on application in Buyut Udik Village. This research is expected to provide new knowledge to readers that the development of information technology in public services is one of the important efforts that must be done by the government to create excellent, integrated, effective and efficient service.

There are many studies have been conducted on improving the quality of services, especially those based on technology. Some of them was a study by Jean and Anderson [5] who discussed the values in *e-government*. Second, a study by Alfred Tat-Kei Ho [6] who analyzed socioeconomic and organizational factors related to the progress of a city in web development and focus on future challenges in re-inventing government through information technology. Third, a study by Desti Riska Sari [7] who discussed the implementation of public services based on smart netizens applications in Central Lampung Regency (study in Buyut Udik Village). And fourth, a study by Risnandar [8] who discussed the process of implementing *e-*

*government* in improving public services at the Office of Communications and Information Technology of Central Sulawesi Province.

From some of the previous studies that have been mentioned, it can be seen that in the research about services based on *Smart Netizens Applications* have been carried out by Desti Riska Sari, but she only focused in terms of implementation. In this study, researchers will try to improve by analyzing the existing problems in terms of developing e-government.

## 2.    RESEARCH METHOD

This study was a qualitative descriptive. A descriptive research method is a method used to describe or analyze the result but it does not use to make broad conclusions [9]. While qualitative research is research that uses a natural setting that aims to interpret phenomena that happen by involving various existing methods [10]. Thus, descriptive research with a qualitative approach aims to compile a picture or description of the object under study by collecting data beforehand and after that conducting in-depth analysis. The research data is in the form of primary data and secondary data using purposive sampling technique to focus on public services based on smart netizens application with the aims of research. The data that has been obtained is analyzed using techniques namely data reduction, data presentation, and drawing conclusions.

## 3.    RESULT AND DISCUSSION

Based on Presidential Instruction Number 3 of 2003 on National Policies and Strategies of *e-government* Development explains that *e-government* is an effort in developing governance based on electronic to improve the quality of public services effectively and efficiently [11]. Through the development of *e-government* as mentioned, it is necessary to arrange management systems and work processes in the government environment by optimizing the use of information technology in public service. According to the Law of the Republic of Indonesia Number 25/2009 Public service is an activity or series of activities in the framework of fulfilling service needs in accordance with statutory regulations for every citizen and population of goods, services, and / or administrative services provided by public service providers [12].

The concept and practice of e-government has also been defined using various terms such as digital government, online government, and nowadays with advanced terminologies such as mobile government, ubiquitous government, and smart government [13]. The implementation of e-government in government is an effort which refers to processes and structures aimed at improving public services electronically to the general public. One form of e-government implementation in the village of Buyut Udik is the *Smart Netizen Application*. *Smart Netizen Application* provides various information such as village profiles, village facilities, property tax (PBB) and village administration services are also available such as making Family Cards (KK), Identity Cards (KTP) and etc. If this application can be used and utilized correctly, the community will get the benefits in improving services that were originally carried out manually and take a long time, but with the smart netizens applications the service will be easier and it does not take a long time. The menu display on the *Smart Netizen Apllication* can be seen in Figure 1.

**FIGURE 1.** Service menu on the *Smart Netizen Application* [14]

This *Smart Netizen Application* can be accessed through http://buyutudik.sidesa.id/. The people of Desa Buyut Udik must create an account first by entering an email to be able to access this application. After the registration process is complete, they can log in using their email and password that previously registered. The function of the *Smart Netizen Application* is to make people easier to get information and services is to improve the transparency and accountability process within the government and to make the people of Buyut Udik Village understand or literate about information and communications technology.

According to the results of studies and research from Harvard JFK School of Government, to apply the concepts of digitization in the public sector, there are three elements of success that must be owned and taken seriously [4]. Those elements are Support, Capacity, and Value.

### 1) Support

The support element is an important element in the development of *e-government*, it needs support or commonly referred to as political will from public officials so that the concept of *e-government* can be applied. Without support, various development initiatives and *e-government* development cannot be done. The form of support that can be done is the approval of the *e-government* framework as one of the keys to the success of the state in achieving the vision and mission of its people, so it must be given high priority and the socialization of the concept of *e-government* must be done evenly, continuously, consistently and thoroughly to all bureaucrats in particular and general public through various sympathetic campaign methods [4].

In the element of support, in the context of planning and developing *e-government* in Buyut Udik Village, it has received support from the village officials with the allocation of human resources to develop the concept of *e-government*. In this case, Buyut Udik Village also received support from the district government through the Office of Communications and Information Technology in the form of special training for the operation of the smart netizen application for village officials who will later be socialized to the community.

The village government has continued to provide socialization on the use of *Smart Netizen Applications* to the local community. However, the lack of public understanding of the use of digital information technology has resulted in the socialization of the use of *Smart Netizen Applications* that are less than optimal. The adolescents more understand about the information technology. While many parents still do not understand the procedures for using digital-based information technology such as smart netizen applications.

## 2) Capacity

The capacity is a resource needed in the development of *e-government* so that the concepts that have been created can become a reality. Resources that must be possessed are sufficient financial resources to carry out various *e-government* initiatives, adequate information technology infrastructure because it is 50% of the key to successful implementation of *e-government,* and human resources who have the competency or expertise required for the implementation of *e-government* so it can be done according to the principle of expected benefits [4].

In the capacity element, related to the financial resources of the Buyut Udik Village Government, there are no obstacles because in the implementation of the *Smart Netizen Application* the budget that has been made can meet the needs. As with financial resources, the infrastructure available in Buyut Udik Village has also been adequately supported by the presence of devices in the village office such as printers, utilization of gadgets in the community, as well as the installation of wireless fidelity *(Wi-fi)* to facilitate the applicant's data upload to the server.

Moreover, in the case of human resources in Buyut Udik Village, there are still obstacles to the limited number of resources related to service provider operators, which causes the village head to give double jobs to the existing apparatus. However, in terms of competency expertise in the apparatus resources has been done by holding training in the operation of the *Smart Netizen Application*, which is carried out periodically by the organizer of Communication and Information Technology Office of the Central Lampung Regency which has helped in the development of human resource competencies in Buyut Udik Village. The training provided is related to the introduction, operation, and issues with technical problems in the application. This operating system training aims to improve the performance of village officials in efforts to improve services to the community.

## 3) Value

The value element is based on the benefits obtained by the government as service providers and also the public as receiver of *e-government* services. In the value element, one thing that determines the benefits of *e-government* is the people as service receiver [4].

In this case, the use of information technology in the smart netizen application owned by Desa Buyut Udik has not been managed optimally. Given that there are several standards that must be considered that have been set by Government Regulation No. 82/2002 on the Implementation of Electronic Transactions and Systems [15], which cause some features in the smart netizens application have not been able to be used either by the government as the service provider or the community as the service receiver.

Furthermore, the benefits of this smart netizen application can only be felt if the community has a high desire to make changes that are adapted to current technological developments. However, the community has not fully felt the benefits of the *Smart Netizen Application*. Because the understanding of the people of Buyut Udik Village on technological development is still relatively low and because some of them do not yet understand about technology. Therefore, there are some people who do not understand the procedures for using the application and they have not felt the benefits of the *Smart*

*Netizen Application*. This is in line with the explanation of Alfred Tat-Kei Ho in his research journal, people with higher incomes tend to use information technology, while people in the urban areas tend not to be bound by the digital world [6].

To address this problem, it is necessary to change the mindset of the community in dealing with the development of information technology so that the development of *e-government* can be done very well and because both the government and the community have a crucial role and they become a key to the success of *e-government* development.

## 4.   CONCLUSIONS

From the results of the analysis using the three elements of successful e-government development, it can be concluded that the development of *e-government* in public services based on *Smart Netizen Applications* has been implemented in Buyut Udik Village since 2018 which is based on support. The owned infrastructure is consistent with the needs and there are no financial problems.

The development of *e-government* in service-based *Smart Netizens Application* in Buyut Udik Village has a relatively low quality which can be seen from various elements such as elements of support, capacity, and value. The cause of the less optimal development of *e-government* that has been done by the local village government is because of the lack of public understanding of the use of digital-based information technology such as smart netizen applications and the lack of available human resources.

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