Implementation of E-Government in Regions Study on Bombana Public Service Mall

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ABSTRACT

This research examines the implementation of E-government in the regions by studying Public Service Malls in Bombana District. Bombana Regency is the only area in Southeast Sulawesi that has an electronic service-based Public Service Mall and is the foundation of the community's hopes for easy, fast, safe and comfortable access to services. To realize quality and useful E-services, the implementation of E-Government at MPP Bombana must reach a transformational stage that can provide integrated online services. The data in this research study were obtained from interviews, observations and literature studies which were processed and analyzed using an interactive data analysis model. Based on the results of data processing and analysis, it shows that the implementation of E-government at MPP Bombana has been based on electronic services through an informative and enhanced stage, namely by utilizing applications or websites as a medium of communication and information between the government and the community. In addition, the implementation of E-government at MPP Bombana has shown that there is a process of interaction and transactions between government and service users with a website-based service system that makes it easy for the public to access the public information they need, arrange licensing and non-licensing documents quickly, safely and comfortably. . However, MPP Bombana has not been able to reach the transformational stage so that the implementation of E-Government at MPP Bombana cannot provide fully integrated online services as expected by the people of Bombana

Keywords: Implementation of electronic government, Public Service Mall

INTRODUCTION

Presidential Regulation No.95/2018 concerning Electronic-Based Government Systems has encouraged the application of e-government in the public service sector in Indonesia. E-Government is an effort to develop electronic-based governance to improve the quality of public services effectively and efficiently, according to Presidential Decree No. 3 of 2003 concerning e-Government Development Policy and Strategy(Noviyanti et al., 2021). In addition, E-government is the use of information technology by the government to improve relations with parties in the aspect of good governance (community and business institutions) with the aim of improving the quality of effective and efficient services.(Angraini, 2015). Currently, many central government agencies and autonomous regional governments have taken the initiative to develop public services through communication and information networks in the form of websites (Sosiawan, 2008). The most important benefit of implementing e-government is the realization of a government that is more accountable (accountable) for its citizens.(Indrajit, 2006). The use of e-

government is an investment that contributes to increasing citizen/community trust in the government. (Pérez-Morote et al., 2020). The form of the government's commitment in implementing e-government is to encourage the process of digitizing services to achieve connectedness and integration in the delivery of public services by presenting public service malls (MPP) in Indonesia..

Public Service Mall or MPP is a place where activities or activities of public service delivery take place for goods, services and/or administrative services both central and regional as well as BUMN/BUMD and private services in order to provide appropriate, easy, affordable, safe and comfortable services. Research(Suryana & Utama, 2018) states that in its implementation, the existence of the Public Service Mall is expected to support the acceleration of the implementation of E-Government in Indonesia. Thus, the existing service system can be more reliable and trusted, and affordable by the wider community. PAN-RB data states that 56 public service malls have been inaugurated as of April 2022 located in various regions in Indonesia. The Minister of PAN-RB explained that the existence of the Public Service Mall was expected to become a service center (public service center) for the public to get a public service directly by using an electronic system or information technology. This is a form of administrative reform at the local government level through renewal and fundamental changes to the governance system, especially regarding institutional (organizational) aspects, management and human resources with the aim of creating good governance that is free from administrative management problems in the form of service delays, extortion , acts of brokers, even corruption and nepotism.(Akbar et al., 2021)

Bombana District is the first district in Southeast Sulawesi to innovate public services through the establishment of a Public Service Mall with an electronic-based service system. The goal is that the people of Bombana, who are spread across 22 sub-districts, 22 sub-districts and 121 villages, can access public services easily, affordably, safely and comfortably. In addition, e-government-based public services at MPP Bombana are expected to be able to overcome administrative management problems such as service delays and extortion that tend to be experienced by people who live in remote areas. The presence of MPP Bombana Regency with electronic-based services should be a solution to administrative management problems as well as provide opportunities the people of Bombana to enjoy effective and efficient public services that are oriented towards service quality and community satisfaction. As stated(Muliawaty & Hendryawan, 2020) that in implementing e-government the government must pay attention to two things, namely the needs of the community as a top priority in government services and the availability of resources, both from the side of citizens and the government.

Besides that, the development of e-government can provide benefits, in the form of; Better services to the community , increased relations between government, business actors, and civil society. Community empowerment through easy-to-obtain information. Implementation of government more efficient. For the government, making important letters and documents will be easier and faster. The implementation of government becomes more efficient and tracking someone's data/information can be more easily implemented. (Muliawaty & Hendryawan, 2020)

Basically, the public services available at MPP Bombana have utilized applications or websites provided by the government as supporting media for the implementation of e-government, the implementation process of which can be seen from the stages of e-government development according to ASPA (American Society for Public Administration), namely ; (1). emerging . At this stage it can be seen that the entire model has the same concept, namely the use of the website as a means of publishing general information. The website is still a means of one-

way communication and there is no online interaction yet; (2). Enhanced . At this stage a link has been developed that connects certain information in the form of forms or other documents without the need to meet face to face with officers; (3). Interactive . At this stage, the site presented does not only provide exposure and information regarding its online presence, but also includes electronic two-way communication facilities in the form of e-mail or chat facilities; (4). Transactional . At this stage the services provided are more than two-way communication. Services can facilitate other needs in real time for twenty four hours straight, such as online banking transaction services, licensing arrangements. At this stage the validity of the site's security must be further enhanced. The approval process must be ensured only by authorized officials; (5). Seamless/Transformed . At this stage all government agencies have been integrated into one web page so that it becomes a one stop service(Hardjaloka, 2014). In principle, the sustainability of e-government in the public service sector at the regional level is an interesting study to see how far the development of E-Government implementation has been carried out with the government's support in terms of the availability of resources that support the implementation of E -Government in various models such as Government to Citizen (Government to Citizen). G2C), Government to Business (G2B), Government to Government (G2G) and Government to Employee (G2E) .(Yunita & Aprianto, 2018)

METHODS

This research is in the form of a qualitative descriptive study by describing the research results in the form of interview data, field notes, photographs, and regulatory documents related to the implementation of e-government in Public Service Malls in Bombana District. The key informants in the study were determined by purposive sampling according to predetermined informant criteria. In addition, the data processing process in this study starts from pre-research by compiling, classifying, analyzing, and interpreting the data which will be formulated, connected with other elements so that it is easy to understand, then analyzed with the three components of the interactive analysis model proposed by Miles & Huberman, namely data reduction, presentation data, and drawing conclusions or verification. Data analysis activities will be carried out in an interactive form with the data collection process as a cycle. (Sugiyono, 2011)

RESULTS AND DISCUSSION

Bombana Regency consists of 3 regions, namely Poleang, Rumbia and Kabaena, whose population based on the 2020 population census is 150,705 people with a population density of 45.45 people/KM2 in 2020. With a total of 22 districts, 22 sub-districts and 121 villages. Currently the people of Bombana already have a Public Service Mall which was established on October 14, 2021 and will be actively operating in January 2022. MPP Bombana currently has the status of UPTD from the One-Stop Investment and Services Agency which was formed through the Bombana Regional Regulation Number 107 of 2020 and amended by the Regional Regulation. Bombana Number 7 of 2021 concerning the organizational structure, tasks and functions and work procedures of the implementing unit of the Public Service Mall Regional Engineering at the Investment Service and One-Stop Integrated Services DPMPTSP. For now MPP Bombana has collaborated with 15 agencies, namely 5 central agencies, 3 provincial agencies, 2 BUMN/BUMD

and 5 Bombana Regional Agencies with a total of 91 types of public services provided such as licensing and non-licensing services, namely population document services and civil registration, land services, employment BPJS, health document services, employment and social services, banks sultra, health BPJS, regional tax and retribution services, integrated licensing services, post and giro office services, tax DGT, samsat motorized vehicle tax payment services, and PTSP services in the form of business license services. To support the performance of public services at MPP Bombana, the government provided 37 human resources and infrastructure facilities such as free wifi service, 12 service counters, complaint service counters, lactation room, prayer room, waiting room and facilities for the disabled.

This aims to provide convenience and comfort for visitors at MPP Bombana, because according to PAN-RB Regulation Number 23 of 2017 concerning the Implementation of Public Service Malls that the principles of implementing public services at Public Service Malls include being efficient, accessible, easy, comfortable and safe. The Regional Government of Bombana Regency, through its public service mall, is trying to improve the quality and performance of its services by implementing electronic-based public service innovations. In this case the implementation of e-government at MPP Bombana is a form of implementing the Government to citizen model which aims to provide access to information and services needed by the community. Public services that are available in one place using technology channels in the form of websites, applications and others really help the process of managing public administration while improving the performance of Bombana Regency government services. As of 2021-2022 MPP Bombana has issued 27,160 licenses and non-licences. This is in accordance with the dimensions of the public value of e-government put forward (Twizeyimana & Andersson, 2019), namely Improving Public Services; Administration Improvement; and Increasing social value. The innovation of the electronic service system implemented at MPP Bombana Regency is an effort to create good governance in the region. In accordance with research (Suryana, 2018; Suryana & Utama, 2018) which states that the Government must have innovation in order to open up new opportunities for regional progress which will ultimately increase the source of regional income itself. In addition, the implementation of E-Government at MPP Bombana can also contribute to reducing costs, increasing citizen participation, avoiding duplication and simplifying bureaucracy(Kettani & Moulin, 2014).

Electronic public services implemented at MPP Bombana Most of them utilize applications or websites provided by the government to create an electronic-based government system where according to the ASPA (American Society for Public Administration) web-based public services can be seen from 5 stages, namely the informative, enhanced stage , interaction, transactional and transformational(Indrayani, 2016). In the informative or (emerging) stage, there is a website that represents government agencies in realizing public services. Representation of government agencies through websites is the initial stage in realizing electronic government-based public services (Hardjaloka, 2014). In addition, the application of e-government in districts based on websites and applications has increased connectivity and mobilized resources such as finance, infrastructure, and skilled workers as an innovative strategy to achieve goals. (Nurdin,

2021) The following data types of services and websites used to support public services at MPP Bombana.

Tabel 1. Instance Data and Service Types at MPP Bombana

Instance Type	Instance Name	Service Site	Amount Services
Instance Vertikal	Polres Bombana	skck.polri.go.id	3
	KP2KP Rumbia	djponline.pajak.go.id	7
	Kantor Pertanahan	kab-bombana@atrbpn.go.id	4
	BPJS Kesehatan	bpjs-kesehatan.go.id	5
	BPJS Ketenagakerjaan	www.bpjsketenagakerjaan.go.id	7
Provincial government institutions	SAMSAT	http://e-samsat.id	2
Local government instance	DPM-PTSP	oss.go.id	19
	DISDUKCAPIL	sicantik.go.id	10
	Dinas Kesehatan	sicantik.go.id	2
	Badan Keuangan Daerah	sicantik.go.id	11
	Dinas Nakertrans	sicantik.go.id	3
	Dinas Sosial	sicantik.go.id	1
	Disperindagkop & UKM	sicantik.go.id	5
BUMN/BUMD	PT. TASPEN	www.taspen.co.id	4
	Bank Sultra	http://banksultra.co.id	8
Amount	**15**		**91**

Source: Processed by the Author, 2022

The data above shows that 91 types of services offered at MPP Bombana have utilized websites provided by the government, where this website helps realize *government to citizen* (G2C), namely the delivery of one-way public services and information by the government to the community (Indrayani, 2016). For MPP Bombana the website used is http://dpmptsp.bombanakab.go.id and queue number retrieval services can be performed through an intelligent queuing engine application that is connected to Telegram (SI-Cermat) which allows online number retrieval. This is in line with the opinion (Indrajit, 2006) that the implementation of e-government allows more people to be able to access information, government is also more efficient and effective, and government services will be created that are more in line with the needs of the community.

In addition, government support for the implementation of e-Government at MPP Bombana is not only limited to providing infrastructure but implementing online supervision or controlling , namely every day a recap of service reports must be sent via the chat application (whatsAPP) by the head of the MPP UPTD to the Head of DPMPTSP Office which will then be processed forward to the Regent of Bombana. This was stated by the head of the UPTD MPP Bombana as a form of oversight of the performance of agencies that are members of MPP Bombana as follows:

> "This MPP is facilitated by wifi for free internet access, and all public services available at 15 counters here are internet-based. Every day I provide a report on service activities at this MPP to my direct supervisor, the head of the Investment and One-Stop Integrated Services (PMPTSP) office. "

It is intended that the agencies that are members of MPP Bombana continue to strive to improve the quality of services provided to the public by making the needs of the community their orientation.

Website -based e-government at MPP Bombana shows that it has gone through the **enhanced** or increased **stage .** Where several websites that are used have provided document form services and filling guides that can be downloaded and uploaded by every user of public administration services. Several applications used by OPD at MPP Bombana have provided document download and upload facilities such as licensing and non-licensing services using the oss.go.id site which have provided registration facilities by creating accounts to log in, and data input facilities as well as facilities for downloading files. permits that have been completed or issued. Likewise the SiCantik Cloud application used by the Bombana Health Service for downloading and uploading documents can be done through the application. Even though the oss.go.id and SiCantik Cloud websites belong to the central government in collaboration with local governments throughout Indonesia, this applicative-based website service is quite helpful and makes it easier for the people of Bombana, especially in getting online services which are in line with the principles of MPP implementation according to the Regulations. Minister of PANRB number 23 of 2017 concerning the implementation of Public Service Malls namely the principles of efficiency, accountability, accessibility and comfort.

At the interaction stage, the Bombana government provides chat, SMS, telephone and e-mail facilities that can be used by every public service user at MPP Bombana. In addition, a complaint website is also available, namely http://tiny.cc/skm-mpp-bombana-2022. This shows that the application or website that is used in the electronic public service process at MPP Bombana is not only a medium of communication and information but also a media for interaction between the community and the government or citizen to government (C2G) which makes the exchange of information and communication between the public and the government happen in an automated way. online. In line with research (Hardjaloka, 2014) which states the use of applications in government-community relations so that people can easily reach their government to fulfill their various daily service needs. The achievement of this ease of interaction has provided significant benefits for public services in Bombana, because Bombana District is an area whose

population is spread over 121 villages located on the island and the mainland. This demographic condition is the main reason the Bombana people really need the convenience of interacting with the government online, so that interaction via chat and email on every government service site has created time and cost efficiencies for the user community. In addition, the presence of MPP Bombana which provides a one-stop service system has facilitated interaction between the government and the community when accessing the desired public services.

Since the beginning, the implementation of electronic-based services at MPP Bombana has been aimed at facilitating the process of interaction and transactions between the community and the government, so that administrative management problems can be resolved. Therefore, the website that is used in public services at MPP Bombana is a website that helps process transactions between users and service providers. As the statement by the licensing service staff by the DPMPTSP service on duty at MPP Bombana explained that:

> "All applications that are used for licensing that are used now are applications from the center, we regions only adjust. For example, a pharmacy permit is entered in the OSS application, and there is fulfillment of the requirements when the NIB is issued, the report is received by us and the request for fulfillment of the requirements, well, we will forward it to the Department of Health to make technical considerations so the system will be online, the Health Office will read and approve it, usually after completion We contacted via cell phone to say that the permit can be processed or if you want the input process yourself or help to complete it, they can just confirm via cell phone, then the permit can also be sent via WA (Whatsapp) so all you have to do is download it"

This transactional communication has shown an increase in the quality of the relationship between the government and the community besides making important letters and documents becomes easier and faster. The implementation of government becomes more efficient and tracking someone's data/information can be more easily implemented. The following application data is used at MPP Bombana to facilitate the process of public service transactions, as follows :

Tabel 2. Application and specifications for its use in MPP Bombana

Application Name	Usability Specifications
Licensing information system on computer status	As a medium for the public to find out licensing information, namely SOP, SPP, requirements, time period and costs.
Electronic Licensing Information System Application (E-SIP)	online-based application services that aim to provide information related to licensing and non-licensing to the public as a form of public service information disclosure.
Telegram queue engine intelligent application (SI-Careful)	Queue number retrieval machine that is connected to the telegram application (for online queue number retrieval) which can be connected to the manual machine and the Service Officer's cellphone.
E-Tracking licensing	as a medium for the public to find out how far the proposed licensing process is.
Confirmation of Taxpayer Status (KSWP);	This media is used to find out whether the public has tax arrears, other problems related to taxes.

Use of Digital Signatures	This digital signature system facilitates the process of licensing legitimacy without having to wait for the Authorized Officer to be physically present at the location, so that permits can be legitimized anytime and anywhere digitally.
Use of a special QR code;	With a special QR code, the community is guaranteed the certainty and authenticity of the permit documents obtained.
Electronic archiving of documents	done through the dpmptsp.kab.bombana site which makes it easy to find documents.
Site ratings, suggestions and criticism	namely http://tiny.cc/skm-mpp-bombana-2022 which is an online communication medium for the public to submit their complaints, suggestions and criticisms regarding the quality of service at MPP Bombana.
SMS Gateway application	an application that is integrated with the SiCantik Cloud application which aims to provide information via SMS to the public regarding the proposed permit application that has been processed and the permit documents can be retrieved.

Source: Processed by the Author, 2022

Utilization of these applications in public services at MPP Bombana has helped improve the quality of public services and facilitate interaction and transaction relations between the community and the government, this is in accordance with the opinion (Muliawaty & Hendryawan, 2020) that the application of e-government can help improve services to the community, community empowerment through easy-to-obtain information, improving relations between government, business people and the community and making important letters and documents easier and faster. In addition, cooperation between related institutions also has a positive effect on the introduction of website-based or application-based public service innovations because there is an opportunity to exchange resources for technological products and skilled workers.(Vera, 2017)

In fact, the implementation of e-government at MPP Bombana has been oriented to the needs of the community. The needs of this community are based on the demographic conditions of the people who are spread across the islands and the mainland, such as Kabaena Island, Masaloka Island, Matausu, Poleang, to remote areas in Mata Oleo District, especially the villages of Lora and Pomontoro. The accessibility of these areas to office centers in Rumbia is very far, because they have to cross the island and the poor road conditions tend to make it difficult for the community to be able to process licensing and non-licensing documents directly. However, a classic problem still occurs in the Bombana Region where the availability of internet networks is not evenly distributed throughout the Regency, this tends to make people still have to make offline visits to get services. In addition, the development of e-government implementation at MPP Bombana has not yet reached the transformational stage, because until now MPP Bombana does not yet have an official website that is owned and managed independently on an online and integrative basis, namely the amalgamation of various agency sites that work closely with MPP

Bombana in one website. This was clearly stated by the Head of UPTD MPP Bombana Masnia, S.Sos., M.AP, that:

"Currently there is no specific site for MPP Bombana, there is only the official website, because this MPP is still part of the PMPTSP Bombana service so it is still part of the service"

Ideally, the implementation of e-government in Bombana will be able to develop to a transformational stage with support in the form of *political will* from regional leaders in developing e-government in their region. So that it can encourage the provision and improvement of communication technology infrastructure and management of resources (financial and human) in order to provide value/benefits on the demand side, where the benefits received are in line with the needs of the Bombana people.

CONCLUSION

The implementation of e-government at MPP Bombana has demonstrated efforts to improve the quality of public services and overcome problems with service administration. Utilization of applications or websites for each type of service at MPP Bombana has helped improve government-to-community (G2C) and community-to-government (C2G) relations so that the process of disseminating information becomes easy and interaction activities and transactions between government and the community related to public services are faster, safer and comfortable. This is evidenced by the facilities available in each application used, namely chat facilities, SMS, access to upload and download documents as well as digital legitimacy facilities or digital signatures used by authorized officials. Although improvements to information technology infrastructure still need to be carried out so that the implementation of E-Government at MPP Bombana can reach the transformational stage for the creation of integrated online public services.

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