

ANALYSIS OF PUBLIC OPINION ON *E-GOVERNMENT* MANAGEMENT AND TOURISM POLICY IN EAST JAVA

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ABSTRACT

Indonesia is rich for its natural resource potential and cultural diversity, in particular, East Java Province is well-known for its tourism. As an effort to develop tourism, the E-Government management of East Java Province establishes the policies regarding tourism development. In the development of tourism, the East Java Provincial Government cannot be separated from the principles of sustainable development. This study aims to describe and analyze the role of the East Java Provincial Government in implementing tourism development policies based on community responses and various stakeholders in the tourism environment. This study uses a qualitative descriptive research method. Sources of data used are primary data (questionnaires) via online, and secondary data (interviews and documentation). The results of this study found that the implementation of tourism development policies in East Java Province received the responses from the society and various stakeholders with good E-Government Management principles, through improving: (1) service quality, (2) transportation quality, (3) quality road access, (4) security, (5) information transparency, (6) innovation strategy, (7) rule of law and (8) policy quality. In addition, the East Java Provincial Government must play an active role in implementing these policies as a general policy maker and licensing regulation, as well as policies that favor the society and control private parties investing in East Java Province.

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1. INTRODUCTION

Implementation of *E-Government* is a government program and commitment in an effort to develop electronic-based governance, as well as carry out transformations to facilitate community and business activities towards a knowledge-based and social society (Zweers and Planque, in Gunawan, 2015). Through the development of *E-Government management*, the government hopes to enforce its management systems, governance, rules, policies and work processes within the government and autonomous regional governments by optimizing the use of information and communication technology (ICT). For the implementation of *E-Government management*, the government has established national policies and strategies for the development of *E-Government Management*. Based on Presidential Instruction No. 3 of 2003, on Presidential Instruction No. 3 of 2003: Development of *E-Government* is an effort to develop electronic-based governance in order to improve the quality of public services effectively and efficiently.

In addition, the arrangement of management systems and work processes within the government can be carried out by optimizing the utilization of information technology. According to the Ministry of Communication and Information (2013), the use of information technology includes two related activities, namely: 1. data processing, information management, management systems and work processes electronically; 2. Utilization of advances in information technology so that public services can be accessed easily and cheaply by people in all regions and countries. This is in line with the development of information and communication technology, life activities in various sectors have undergone changes. Likewise, in the public service sector carried out by the government (Putra, 2020). Therefore, the development of information technology has given birth to a public service model that is carried out through E-Government management.

Several studies have analyzed the implementation of E-Government policies in various stakeholders regarding user attitudes and satisfaction. Mensha, et al. (2020) found that performance indicators, effort and social influence cannot be used to predict attitudes toward using e-government services. Shows that system trust, information quality, and social factors can affect system user satisfaction, while service and system quality does not have any impact on individual performance. Furthermore, research on E-Government also focuses on implementing system applications. Safrida, et al (2021) analyzed the use of the E-Government application through the SIMDA application in the finance sub-division at the Transmigration and Manpower Office. The results found that the application was able to properly implement SIMDA finance. This is also in line with the findings of Rusdi, et al. (2022) and Gazalin, et al. (2022), which states that the application of service management applications in the government is considered effective and able to provide services in facilitating the community to carry out public service activities optimally through an integrated digital information system. Based on the description above, previous studies have evaluated the use of the E-Government system from a user point of view, as well as success in implementing an E-Government- based government system. However, in this paper the author will focus on developing the implementation of government policies based on sustainable tourism development that implements an E-Government management system.

Seeing the condition of the potential of the Tourism Office in Indonesia which is adequate and capable of optimally utilizing information technology, this encourages the author to research a policy in the hope of being able to meet the needs of the community and benefit all parties regarding the rules that will be determined by the various stakeholders involved in managing objectives and implementation of tourism policy at the Tourism Office in East Java. The policies and rules in this study are the expected steps in solving problems for stakeholders involved in tourism. The Government of the Tourism Office as the spearhead and has policies and rules need to get serious attention which is realized by hard work by all parties, all elements of society are expected to provide accurate services and information about the government and its potentials to be included in policies that will used. Therefore, this research focuses on policies that are able to provide governance and governance policies, as well as exploring tourism potential in more detail in East Java.

2. METHODS

The method used is descriptive method. This method can direct the preparation in conducting research and observations. The research was conducted in the province of East Java. The objects observed included: public policies disseminated with the implementation of *E-Government management*, public transportation facilities and infrastructure for tourism, and the existence of 254 (two hundred and fifty four) tourist objects in all 38 (thirty eight) Regencies/Cities in East Java. Researchers also make observations by examining government policies ranging from laws to their derivatives to regent regulations or mayor regulations. Given the broad scope of the problem; then the survey object was determined purposively (*purposive sampling*) covering several regencies/cities in East Java; consists of 3 (three) City areas and 5 (five) Regency areas namely: Surabaya City, Tuban Regency, Magetan Regency, Trenggalek Regency, Batu City, Banyuwangi Regency, Probolinggo City, and Sumenep Regency. Because of the pandemic the corona virus (COVID-19), for the sake of facilitating research in data collection, surveys were conducted for other Regencies / Cities by distributing questionnaires using the *Google form* and the *link* was distributed via the *WhatsApp* application media.

Researchers carrying out data collection were assisted by a team of surveyors who were specially formed and trained to understand the research objectives, conduct in-depth interviews, and provide assessments as necessary. Interviews were conducted with informants consisting of: tourism object managers, local communities, tourists, and tour transport drivers. Based on the observed public policies, the next researcher looks at the linkage of policy to its implementation in the transportation sector, which can support the development of the tourism business as a whole in East Java.

The author uses online questionnaire data collection methods and interviews with the community and tourism stakeholders in East Java. The methods used in data collection include: (1) Interviews conducted directly with the Heads of the Tourism Office, tourism office employees, and policies related to tourism, (2) Observation, making observations about all activities found in the field, to support interview data with the intention of providing solutions through existing information systems, (3) Dissemination of online questionnaires in the form of questions or statements that can be answered according to the form of the questionnaire. If the questionnaire is closed, the answer is simply by adding a checklist (✓) to the column. Meanwhile, if the questionnaire is open-ended, the way to answer it is by filling in the answers in

the available columns and (4) the Library, conducting a study of the laws and regulations related to the processing of regional potential. The need for data that reveals the indicators used for decision making. Literature study was also conducted to determine the capabilities of information technology that will be implemented in the system.

3. RESULTS AND DISCUSSION

A. Response Rate

The sample size is considered adequate according to the ratio of at least five responses per construct (Lewis in Fathoni, et al, 2022). Paper, pencil and online surveys present very clear response levels but in order to generate adequate responses in-person visits were made multiple times for this study. A total of 300 questionnaires were distributed online and offline (face to face) in East Java province and 249 questionnaires were received from local public administrators. After coding and transforming to filter the filled out survey. Therefore, the final response data consisted of 249 respondents, namely 79.67% of the total participants. The response rate details are shown (Table 1) as below:

Table 1. Response Statistics

Total distribution surveys	300
Participant	249
No response	61
Total respondents	249 (79.67%)

B. Results of Descriptive Statistics and Discussion of Findings

1. Respondent Demographics

The demographic profile of the respondents was analyzed to determine the ratio of the age, education and experience of the respondents. As shown in table 2, the majority of respondents were aged between 20 and 29 years, namely 58.2% of the highest total participants, followed by the age group 18-19 years, namely 18.9%. The age ratio shows the tendency of the community to be younger in the highest respondents. In terms of education level, the majority of respondents were high school and bachelor graduates with the highest qualifications, respectively 49.8% and 27.3%.

Table 2 . Respondent Demographics

Variable (N=249)		Frequency	Percent (%)
Gender	Man	101	40.6%
	Woman	148	59.4%
Age	18-19 Years	47	18.9%
	20-29 Years	145	58.2%
	30-39 Years	34	13.7%
	40-49 Years	13	5.2%
	50> Year	10	4%
Education	Equivalent High School	124	49.8%
	Bachelor	68	27.3%
	Postgraduate	37	14.9%
	Doctor	20	8%
Profession and Workplace	Central government	6	2.4%
	Regional government	35	14.1%
	Regional Tourism Industry	3	1.2%
	Researcher/Lecturer	37	14.9%
	Community	105	42.2%
	Student	9	3.6%
	Businessman	6	2.4%
	Teacher	5	2%
	Private	4	1.6%
	Employees etc	39	15.6%

Work experience	<1	128	51.4%
	2-5	59	23.7%
	6-10	27	10.8%
	11-20	20	8%
	20>	15	6%

The level of education indicates that local government officials have the appropriate level of education. For the gender category, 40.6% of respondents were male and 59.4% female, showing a dominant ratio of males in the administration of regional government. In addition, regarding work experience, most officials had <1 year experience which reached 51.4% and several other types of special experience were included such as not yet working or based on entrepreneurship which only reached 15.6% of the total participants.

2. Questionnaire Question Results

E-Government Management and the supporting rules that will be determined by the various stakeholders involved in the management of tourist destinations. Based on statistical analysis with the mean comparative test of independent variables showing the rules to be determined by various stakeholders involved in the management of tourist destinations, there are 12 different variable indicators and indicators that show differences (Table 3).

Table 3 . *E-Government* Management Values and Supporting Rules to be Established by Various Stakeholders Involved in Tourism Destination Management

No	Items	STS 1	TS 2	N 3	S 4	SS 5	Median	std. Deviation	Descript ion
1	<i>E-Government</i> Management needs to provide a tourism consultation room before setting policies related to tourism	9	5	36	133	66	4	0.904298010	Agree
2	<i>E-Government</i> Management needs to set rules for the number of tourists entering tourist attractions	15	27	47	105	53	4	1.123812727	Agree
3	<i>E-Government</i> Management needs to provide insurance if an accident occurs in a tourist spot	9	5	30	81	124	4	0.987730796	Agree
4	<i>E-Government</i> Management needs to develop information technology facilities to get responses from stakeholders in the framework of setting tourism regulations in tourist destinations	8	3	22	131	83	4	0.867482700	Agree
5	<i>E-Government</i> Management needs to provide online questionnaire services	9	7	52	113	66	4	0.955649500	Agree

	to the community for progress in tourism development								
6	<i>E-Government</i> management needs to provide online complaint services for the public so they can get solutions	8	4	31	116	88	4	0.911557266	Agree
7	<i>E-Government</i> Management needs to determine an innovation strategy in tourism development	8	4	20	116	99	4	0.893815025	Agree
8	<i>E-Government</i> Management needs to provide transparency of information flow of tourism administration	7	6	42	132	60	4	0.870892168	Agree
9	<i>E-Government</i> Management needs to provide tourism development training program services	9	7	27	129	75	4	0.921961472	Agree
10	<i>E-Government</i> Management needs to establish evaluation procedures for managing tourist destinations	7	7	36	120	79	4	0.910828610	Agree
11	<i>E-Government</i> Management needs to establish rules of legal sanctions that apply if fraud or violations occur in the tourism environment	9	10	21	90	119	4	1.005136439	Agree
12	<i>E-Government</i> Management needs to apply the concept of occupational health and safety for visitors in tourist environments	8	4	16	97	122	4	0.984775282	Agree

From Table 3 above, it can be concluded that of the selected variables, namely 12 variables, the item results turn out to have a significant effect on *E-Government management*, which will be determined by various stakeholders involved in managing tourist destinations. This reflects that among the variables proposed as the government's role in facilitating good tourism implementation for tourism development and government policies the 12 variables actually influence the management of tourist destinations in implementing tourism in East Java. Thus, the results of median and std deviation are fully supported.

4. CONCLUSION

From the research results, community responses, implementation, government policies and regulations as well as the results of the analysis that has been carried out, the authors can conclude that

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(1) with the existence of *E-Government Management* and government policies in the Tourism Office, the government needs to provide a tourism consultation room before setting policies related to tourism, (2) *E-Government* management needs to develop information technology facilities to get responses from stakeholders in the framework of setting tourism rules in tourist destinations, (3) *E-Government* management needs to provide online questionnaire services to the community for progress in tourism development, as well as determining strategies, transparency, innovation and evaluation related to programs in tourism development.

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