


## The Application Of E-Government To Public Policy

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Article Info	ABSTRACT
<b>Keywords:</b> Application, E-Government, Public Policy	The development and utilization of telematics in the regions is still far from ideal conditions to support e-government policies. This is indicated by the developing conditions that: (1) in general, the people and bureaucracy in the regions still do not understand the importance of e-government programs as a support in improving and facilitating public services. (2) In general, the public, including offices, agencies, agencies and other institutions in the region, have not been able to operate computers as computers function as information technology. (3) Computer equipment is still considered expensive and is not yet needed as a means of information and communication. Bureaucrats and local governments do not have a mature level of readiness to accept e-government policy programs, both in the form of formal legality readiness in the form of legal instruments, human resource readiness, budget readiness, infrastructure readiness and organizational culture readiness. In the model of e-government policy in the regions, the formulation of the model must be built based on the clarity of the vision and mission of the local government to build e-government based on public interests, social conditions and community characteristics. In addition, in formulating models for e-government policies in the regions, it is also necessary to consider economic rationality and bureaucratic rationality.
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### INTRODUCTION

*E-Government* is an information technology system developed by the government to improve public services by providing options for the public to get easy access to public information. The implementation of good governance and the improvement of effective and efficient public services require the existence of E-Government development policies and strategies. These policies and strategies are regulated in Presidential Instruction No. 3 Year 2003 on National Policy and Strategy for E-Government Development at all levels of government. For this reason, socialization of e-government implementation needs to be carried out consistently, continuously and incentivized to the public because people do not understand what and how e-government applications and the benefits they can take. In Indonesia, the development of e-government as in presidential instruction number 3 of 2003 regarding e-government development strategy there are several group strategies, namely

1. Development of reliable and trusted services that are affordable to the wider community.
2. Structuring the management system and work processes of the central government

and local governments holistically.

3. Optimal utilization of information technology.

The presence of e-government can at least answer three things, first, e-government provides an analysis of governance in accordance with the ideals of the public service law and regional autonomy. second, egov is a positive answer to globalization. Third, egov provides strengthening for IT-based democracy, so that the principle of e-government, especially in terms of accountability. Accountability is not only interpreted by providing access to information provided by the government, but also providing the public with the knowledge to be able to access the information. Accountability is not just about accountability reports or access. Accountability is about protecting the public from abuse of power.

The principle of accountability in e-government requires two things: first, answerability. And the second is consequences. The first component of the term, which stems from responsibility, relates to the demand for officials to answer periodically any questions relating to how they have exercised their authority, where resources have been used, and what has been achieved by using these resources. These are the executive (president, vice president, and his cabinet), judiciary (Supreme Court and judicial system) and legislature (MPR and DPR). The increasingly important role of the press in this oversight function places it as the fourth pillar.

An example is the implementation of *electronic-government (e-Gov)* in Indonesia. As an illustration, *e-government* does not require a lot of state administrators (government apparatus), but a few but reliable, fulfilling the principles of effectiveness and efficiency in carrying out their duties that can give birth to professionalism. This is one of the challenges of the current and future (local) government. Of course, to deal with these changes, ideally from now on the arrangement of human resources has been sought. Information and communication technology can be used to support the operational and managerial systems of various institutional activities, including government activities in terms of providing public services to the community.

In Indonesia, *E-government* is used to encourage responsive government to the needs and aspirations of the community, encourage the utilization and openness of information, and encourage public participation in the governance system (Elysia et al., 2017). Social media can support *E-government* in delivering information, government transparency, and receiving input from the public (Suryadharma & Susanto, 2017). Supported by the large number of social media users in Indonesia.

Then, the participatory and open character of social media and its very high utilization in Indonesia can be an opportunity for the government to implement *E-government* (Suciska, 2016). Social media can be a medium for disseminating information that is quite effective for the government, and can facilitate the public in obtaining information services and providing input regarding government policies or programs to support government agencies in realizing public services that are in accordance with the needs of the community.

The success of an *E-government* can be shown by the involvement of the public. Government agencies in Indonesia, both at the central and regional levels, are slowly using

social media as a means of public communication, this is indicated by the inclusion of social media accounts on the official *E-government* website.

Government organizations in Indonesia need to develop their social media accounts to always update information about the government and pay attention to input from the public regarding programs and policies provided by the government. But there are still problems such as the lack of participation or use from the public for government social media, while most people in Indonesia already have personal social media accounts.

Continuance intention is the desire of an individual to continue to use the services of a system (Bhattacharjee, 2001). People's continuance intention towards the use of government social media is very important for government agencies to maintain the management of government social media accounts and can influence the involvement of the public regarding regulations and policies made by the government (Valaei & Baroto, 2017).

Analysis of continuity intention of government social media use can be done by using a model based on *Expectation Confirmation Theory (ECT)* and *IS Success Model*. The model has been used in previous research by Valaei and Baroto (2017) to test the continuity intention of using government Facebook accounts in Malaysia.

The study analyzed the influence between *information quality (IQ)*, *satisfaction*, and *Continuance Intention (CI)* variables. The results showed that the *Information Quality (IQ)* variable has a positive relationship with the satisfaction variable and affects continuance intention (CI) for the use of government Facebook in Malaysia. So, this model can be used to analyze the continuity intention of using government social media. Based on the background description statement above, this research will discuss the Application of *E-Government* to Public Policy.

## Literature Review

### Public Policy

According to the Cambridge Dictionary, public policy is government policy that affects everyone in a country or state or policy in general. David Easton in *A Systems Analysis of Political Life* (1965) defines public policy as the forced allocation of values to all members of society. In the *Encyclopedia of Policy Studies* (1950), Lasswell and Kaplan state that public policy is a program of achieving goals, values in directed practice.

According to Anderson in *Public Policy Making* (1984), public policies are policies developed by government agencies and officials. Thomas R Dye in *Understanding Public Policy* (1978) states that public policy is what the government chooses to do or not do. The goal of public policy is to achieve public welfare through regulations made by the government. The goal of public policy is to obtain values by the public, both those related to public goods and public services. These values are needed by the public to improve the quality of life both physically and non-physically.

There are several important features of policy: Policy is a government action aimed at creating public welfare. Policies are made through systematic stages so that all the main variables of all the problems to be solved are covered. Policies must be implemented by the implementing organizational unit. Policies need to be evaluated so that it is known whether or not they are successful in solving problems. The stages of public policy Harold F Gortner

in Public Administration (1984) explains that there are five stages in the process of public policyare: Problem identification Formulation Legitimacy Application Evaluation.

The following is an explanation: Problem *identification* Problem identification (*identification of needs*) is identifying the needs of the community in development by following several criteria. These include analyzing data, samples and statistics, simulation models, causeand effect analysis and forecasting techniques. Formulation of policy proposals that include strategic factors, general alternatives, technological stability and environmental impact analysis. Adoption involves analyzing political feasibility, combining several political theories and using budgeting techniques.

Application is the implementation of the program which includes organizational forms, scheduling models, elaboration of decisions, pricing decisions and implementation scenarios. Evaluation includes the use of experimental methods, information systems, auditing and surprise evaluations.

### ***E-Government***

*E-government* is the application of information technology based on the internet and other digital devices managed by the government for the purpose of delivering information from the government to the public, business partners, employees, business entities, and other institutions online. *E-government* aims to improve the quality of public services through the utilization of information and communication technology in the process of local government administration in order to establish clean and transparent governance, and to effectively respond to the demands of change.

In addition, e-government also aims to support good governance. The use of technology that makes it easier for the public to access information can reduce corruption by increasing the transparency and accountability of public institutions. E-government can expand public participation where people are enabled to be actively involved in decision/policy making by the government.

In Indonesia, the development of e-government is still limited to publishing information through websites, interaction between the public and government offices through e-mail, and the user community can conduct transactions with government offices reciprocally. Indonesia has not yet reached the level of integration in all government offices, where people can conduct transactions with all government offices that have shared data base usage.

Looking at the development of the *e-government* application system above, it can be concluded that the development of *e-government* in Indonesia is still in process. This means that the development of *e-government* can be said to be successful or otherwise fail in the future. It is important to prepare various facilities in the development of *e-government* in Indonesia such as human resources, information technology facilities and infrastructure and the initiative and responsibility of the parties directly involved so that the initiative to create a good governance and quality service can be realized properly instead of the implementation that seems to be demanded by the central government policy.

The era of globalization that has come faster than expected has made issues such as democratization, transparency, *civil society*, *good corporate governance*, free trade the main things that every government must pay attention to. In this format, the government must

reposition its role from internal to more externally oriented and focus on how to position its society and government in a global society.

Advances in information technology (computers and telecommunications) are happening so rapidly that data, information and knowledge can be created very quickly and can be immediately disseminated to all levels of society in various parts of the world in a matter of seconds. This means that any individual in any part of the world can communicate with anyone they want. The fruits of these rapid advances in information technology can affect how government in modern times must behave correctly and effectively reposition its role in serving its people.

Basically, every renewal and change in the life of the nation and state is intended to lead to the realization of a democratic government in order to realize a better government system (*good governance*). One of the characteristics of *good governance* is transparency, which is built on the basis of free flow of information, where all government processes and information can be accessed by all interested parties. For the sake of transparency of information as intended, a means of communication is needed that ensures the smooth flow of information between the government and the community and the business world, and of course communication between the central government and local governments, as well as between local governments.

In general, the implementation of e-government is believed to improve the performance of government management in Indonesia. The rise of corruption in Indonesia and the low confidence of foreign investors in the Indonesian government indicate the low quality of Indonesian government management. Therefore, a government management that emphasizes transparency is needed, as an important factor to eliminate KKN (collusion, corruption, nepotism) in the government. This lack of transparency makes it difficult for oversight mechanisms to run smoothly.

One promising solution and alternative to create transparency in realizing *Good Governance* is an *electronic government* management system (*e-government*). Electronic management of institutions/agencies for both the private sector and the government, in addition to increasing transparency, can also increase efficiency (reduce costs and increase effectiveness/increase results).

## METHODS

This study uses qualitative research methods. Qualitative research aims to understand the phenomena experienced by the object of research by describing through statements using various scientific methods (Moleong, 2014). Data collection was conducted through *literature review* techniques. Various kinds of literature on innovation, public policy innovation, and public services were used in the writing process. This study uses a descriptive-analytical approach by analyzing secondary information and data. Various types of reports, data, and information were used in this study. Furthermore, the secondary data was analyzed using data reduction techniques. This was done to provide a more in-depth explanation of the phenomenon under study. The use of secondary literature, data, and information is combined to examine and analyze phenomena in the object of research.

## RESULTS AND DISCUSSION

An information system is a system used to store and analyze data that has been inputted and produce a report format that represents the data that has been inputted. Information systems are a combination of program languages supported by a database system. The provision of data and information by the government is an effort taken to realize public accountability and build a clean, authoritative and responsible government image. Data and information management in an integrated database management will make it easier for various parties to know the potential and problems in an area.

The availability of data and information owned by an institution/government will greatly assist the policy-making process concerning common interests. Policy making that is supported by data will have a major influence on the pattern of implementation in the field. Information System applications used in government:

a. Mantra (Data integration and exchange management)

The Mantra application is useful for bridging data exchange between government agencies despite different databases, applications and operating systems. Mantra application can function as GSB (*Government Service Bus*) and Web-API (*Application Programming Interface*). SB is a system that manages information integration and data exchange between government agencies. GSB is able to synergize information from several Web-API (*Application Programming Interface*). Web-API can be viewed as a medium for Information System Interoperability. To date the MANTRA application has been used in:

1. DG Dukcapil, Ministry of Home Affairs
2. BNP2TKI
3. Ministry of Communication and Information Technology
4. DG Tax, Ministry of Finance
5. LKPP
6. Ministry of Foreign Affairs
7. Bangka Regency Government
8. Pekalongan City Government
9. West Java Provincial Government

b. Si MAYA (MAYA office administration)

The Directorate General of Informatics Applications has developed an office application called si MAYA. The implementation of si MAYA itself can be done through 2 methods, namely *cloud computing* methods and *non-cloud computing methods*. This application is a digitization of the Minister of PAN and RB Regulation Number 6 of 2011 concerning Electronic Office Manuscripts (TNDE) in Government Agencies. This application has been socialized through technical guidance in several central and regional government agencies in Indonesia, including the Sukoharjo Regency Government, Central Bangka Regency Government, Ende Regency Government, Banyuasin Regency Government, Tegal City Government, Pasaman Regency Government, Directorate of PII (Directorate General of Informatics Applications, Ministry

of Communication and Information) and CentralJava Provincial Government.

c. PNSMail (Civil Servant Mail)

An email service intended for civil servants throughout Indonesia with a quota of up to 250 MB.

d. PrivateBox (PNSBox)

To build a network between government agencies with a Private Network System (Private Network Security), a local ISP and PNS Box are used as routers. The development and utilization of telematics in the regions is still far from ideal conditions to support *e-government* policies. This is indicated by the developing conditions that: (1) in general, the community and bureaucracy in the regions still do not understand the importance of the *e-government* program as a support in improving and facilitating public services. (2) In general, the community, including offices, departments, agencies and other institutions in the regions, have not been able to operate computers as the function of computers as information technology. (3) Computer devices are still considered expensive and are not yet perceived as needed as information and communication tools.

The attitude and access of bureaucrats and local governments can accept the use of telematics in the government system (*e-government* policy). This acceptance is shown by a positive attitude in appreciating the *e-government* policy program. But on the other hand, this acceptance has not yet become a strong commitment to the bureaucratic elite, thus affecting bureaucrats in accessing e-government policies.

Bureaucrats and local governments do not have a mature level of readiness to accept *e-government* policy programs, both in the form of formal legality readiness in the form of legal instruments, human resource readiness, budget readiness, infra-structure readiness and organizational culture readiness.

The *e-government* policy model in the Region, the formulation of the model must be built based on the clarity of the vision and mission of the Regional Government to build *e-government* based on public interests, social conditions and community characteristics. In addition, in formulating the *e-government* policy model in the regions, it is also necessary to consider economic rationality and bureaucratic rationality.

## CONCLUSIONS

The development and utilization of telematics in the Region is still far from ideal conditions to support *e-government* policies. This is indicated by the developing conditions that: (1) in general, the community and bureaucracy in the Region still do not understand the importance of the *e-government* program as a support in improving and facilitating public services. (2) In general, the community, including offices, departments, agencies and other institutions in the *regions*, are not yet able to operate computers as the function of computers as information technology. (3) Computer equipment is still considered expensive and has not been perceived as needed as an information and communication tool. Bureaucrats and local governments do not have a mature level of readiness to accept *e-government* policy programs, both in the form of formal legality readiness in the form of

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