

GOVERNMENT STRATEGY FOR IMPROVING SERVICES TO THE COMMUNITY THROUGH ELECTRONIC-BASED GOVERNMENT SYSTEMS

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Abstract

Improving services to the community is important to create conditions for a just, prosperous and prosperous society. Improving the quality of public services is an important effort to build public trust, improve welfare, and create fair and prosperous conditions for society. By involving the community, meeting their needs and desires, In addition to becoming more innovative and of higher quality, public services can also be improved and make stakeholders who use them happier. Transparent and accountable performance management of government agencies is one of the four goals of implementing an electronic-based government system, creating a supervisory system that is professional, independent and with integrity, increasing budget efficiency for development, and realizing good governance. Good governance concepts also guide the development of the electronic-based government system, which aims to improve public services and create work procedures that are efficient, transparent, responsible, and effective.

Keywords: government strategy, community services, electronic-based government system

INTRODUCTION

In his research, Rusli, D. (2023) stated that the government is an organization that has the authority to manage everything that exists in a country. In Indonesia, to make it easier for the government to regulate existing regional areas, regional governments were formed which are outlined

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in 2014's Law No. 23. based on the government affairs guidelines included in Law Number 23 of 2014, which is the foundation for the transfer of power from the Central Government to the Regional Governments.

The development of information technology systems in Indonesia cannot be separated from the global system. It is as if Indonesia is currently part of what McLuhan (Putra, B. K., & Dhanuarta, 2021) calls a "global village". There are no longer isolated places in the country because everything has been connected to a global communication network, where communication not only penetrates regional boundaries but also culture and even thins personal boundaries. Indonesia is currently opening up with not only the development of print media (newspapers, magazines, tabloids), electronic media (radio, satellite radio, world space, television, satellite television) but also the development of multi-media communications, (networks, cell phones, internet, e-mail). In this way, public space for citizens becomes increasingly widespread. Political processes do not only occur in print and electronic media but it must be acknowledged that slowly but surely they also occur via the internet. Or in cyber space, even via the internet citizens can hold long-distance conferences to discuss matters related to the formulation of public policy. Technological developments accompanied by innovation in public services in the government realm certainly require every agency to follow this trend. Information and communication technology use has expanded into a number of aspects of life for individuals, families, organizations and society, and is experiencing very rapid and massive development. The rapid development of ICT has brought the world into a new era faster than previously imagined (Haerofiatna, H., & Chaidir, 2023). This new era is now referred to as the information era, which is supported by the power of ICT known as ICT (information communication and technology) which has a big influence on everyday human life, such as how organizations work and manage (Nugroho, H., & Ma 'ruf, 2019).

Information and communication technology with the internet as its leading product is basically the largest electronic collaboration. How not one computer device that we have can be connected to millions of computers worldwide. In this way, how great is the synergy that results from the collaboration of millions of computers, regardless of who operates them, whether from which group, black, white or colored. Also regardless of political group and ideology. This mutual cooperation is truly extraordinary, reaching many countries without borders. They are willing to join electronic mutual aid through this, a major change from the culture of this information age. Now

the development of the world of information is so rapid, day by day the discovery of information technology is becoming more sophisticated and cheaper, so that the promised efficiency becomes increasingly attractive to the public (Rachmawati et al., 2022).

The primary function of the government that will be supplied to the public is public services, so efforts must be taken to raise the standard of delivering sustainable public services in order to materialize public services in accordance with community expectations. Therefore, if the good governance principles are followed, the implementation of public services will be realized. Good governance is characterized by the provision of high-quality services. Thus, the government makes an attempt to make use of advancements in information and communication technology (Oktarina, 2023). Information and communication technology advancements have made it possible to implement good governance principles by enhancing public service performance. The rapid development of information and communication technology in the contemporary globalization era has an impact on many aspects of life, including government, as evidenced by the Electronic Government (E-Gov) system. Under an electronic government, the government makes use of developments in technology for information and communication to government processes both in providing services, financial management, policy formulation and (Nafi'ah, 2022).

Regency Regulation Number 50 reduced the SPBE-based services Presidential Directives for the (Electronic-Based Government System) Decree Number 95 2018 about SPBE. In 2019, there were still several obstacles, namely public understanding was still lacking regarding the Electronic-Based Government system, as well as socialization about E-Gov. Only when it reaches the internal State Civil Apparatus does it not cover all communities evenly.

Thus, the purpose of this research was to identify and evaluate the government's initiatives for enhancing community services via the application of electronic governance technologies. The benefit of this research will be to obtain comprehensive data related to strategies in implementing electronic-based government systems, which can later be used as material for policy analysis in public services. The results of research from Prihantoro et al., 2021) show that Electronic Government has been effectively implemented. This is proven by the government having succeeded in developing e-government well. This has had an impact on improving public services in Sragen Regency and the people have made good use of E-Government and Currently the

government is working on maintenance and developing the systems needed by the government and society.

RESEARCH METHOD

This research in-depth investigates the government's strategy in enhancing community services via electronic-based government systems using a literature review approach. The results include a comprehensive understanding of improving services to the community, the definition characteristics of an electronic-based government system, elements influencing its deployment and strategies carried out by the government in improving electronic-based services to the community. Literature analysis involves an in-depth review of the literature on electronic-based government systems. With a strong conceptual foundation, this research makes an important contribution to enriching the discussion regarding what and how the government's strategy through an electronic-based government system is to improve services to the community.

RESULT AND DISCUSSION

Improving Services to the Community

Bhutta et al., (2009) stated that improving services to the community is important for creating conditions for a just, prosperous and prosperous society. There are several strategies and efforts that can be made in order to raise the standard of public services. Here are some strategies that can be implemented:

1. Improving the Quality of Indonesian Humans and Society
The government and its officials continue to make various efforts to improve the quality of people and Indonesian society as a whole
2. Community Involvement
Community involvement in public services is a part that needs to be optimized. With community involvement, parties involved in public services can respond well and make necessary improvements
3. Fulfillment of Community Needs and Desire
Public services strive to fulfill the community's requirements and wishes. The administration as a state administrator must be able to fulfill the desires and needs of the community in order to improve their welfare
4. Enhancing Public Service Innovation and Quality
Periodically, public service quality improvements are implemented in response to community demands and expectations.

This is done to build public trust in the delivery of public services and improve community welfare

5. Fulfillment of Health Personnel and Service Facilities

The government is making efforts to provide health workers, improve primary care facilities, fulfill supporting infrastructure, and innovate services in remote and very remote areas.

6. Improving Service Quality in Business

In business, there are several ways to improve service quality, such as listening to customers attentively, dealing with customers with a clear mind, and asking for feedback from customers.

7. Community Participation

Community participation in the public service process needs to be reinforced to raise the bar for public services. A policy has been established by the Ministry of State Apparatus Empowerment and Bureaucratic Reform to allow the public to participate in public services.

Enhancing the standard of government services is an important effort to build public trust, improve welfare, and create fair and prosperous conditions for society. By involving the community, meeting their needs and desires, as well as innovating and improving quality, public services can become better and provide satisfaction to the stakeholders who receive them (Kessy, 2014).

Definition of Electronic-Based Government Systems

Electronic Government is generally described as the application of ICTs to government operations with the goal of improving service delivery and efficiency as well as effectiveness (Saputra et al., 2020). The use of digital technology in government agencies to make them more efficient and transparent is known as "Electronic Government." It is anticipated that enhanced public services, more internal organization effectiveness, and simpler public access to information within the government environment will all result from electronic governance (Chaidir, J., & Haerofiatna, 2023). In Indonesia, researchers and practitioners have mostly focused on electronic government, or E-Gov. Nonetheless, the majority of studies have concentrated on providing an explanation for the execution and evaluation of E-Gov. The study will look at the public services Strategy Analysis that the Gorontalo Regency Regional Government performed, taking into account the local knowledge that the Gorontalo Community holds. So this then becomes different from several previous studies.

The majority of Indonesians possess local wisdom, which can be merged with the concept of modern administration with a new paradigm. This is

where this research will make a scientific contribution. According to the findings of a Harvard JFK School of Government study, support, capacity, and value are the three success factors that need to be taken into account while implementing the electronic government idea in the public sector. The following is a discussion of the three elements of success in the Electronic Government concept, namely Support. The implementation of the Electronic Government concept won't function effectively in the absence of community and governmental support. Because of a bureaucratic culture that adheres to a top-down management paradigm, support for putting the electronic government idea into practice can be most effectively provided by the leadership of the central government, followed by regional governments. The government's intended support takes the form of a cooperative agreement to implement the digitization concept in public services, resulting in the creation of an efficient, transparent, accountable, and effective service. All branches of government must be in favor of the Electronic Government concept's effective implementation. Leadership plays a critical role in facilitating the implementation of Electronic Government, since it not only develops thoughts but also needs to inspire the process of putting those concepts into practice (Makmur, 2023).

According to Damopoli et al., (2024) Government administration that makes use of an electronic-based government system is one that provides services to its users through information and communication technology. The government's computerized system's objective is to offer reliable and high-quality public services along with efficient, responsible, transparent, and clean government governance. An electronic-based government system involves more than merely using information systems or applications to carry out daily government operations. Systems of government based on electronics also comprise In order to enhance the efficacy and amalgamation of computerized government systems, electronic-based government systems must be managed and governed nationally. To determine the degree of the use of electronic-based government systems in the region, an annual evaluation of their implementation in government agencies is required (Suhendra, A., & Santiko, 2022). The purpose of this review is to make sure that the government's electronic system functions as intended and yields the anticipated results.

The four main goals of implementing an electronic-based government system are to: manage government agency performance in a transparent and accountable manner; establish an impartial, professional, and ethical

supervisory system; increase budget efficiency for development; and achieve good governance. In order to increase the effectiveness, efficiency, transparency, and accountability of work procedures; additionally, the electronic-based government system is implemented in compliance with the principles of good governance. Electronically based government systems use information and communication technology to provide services to businesses, state civil servants, government agencies, and other parties. Improving government governance and public service quality and efficiency are the primary goals of an electronic-based government system (Husni, 2022)

Factors that Influence the Implementation of Electronic-Based Government Systems

Based on Electronic-based governance and management systems are required at the national level in order to achieve clean, According to Presidential Regulation Number 95 of 2018 about Electronic-Based Government Systems, there will be efficient, responsible, and transparent government governance in addition to dependable and high-quality public services management and governance of systems.

A Electronic-based government systems are also necessary in order to increase the effectiveness and integration of these systems on a national level. The government uses information and communication technology to provide services to SPBE users, government agencies, state civil servants, business actors, the community, and other parties. An electronic-based governance system is one option to consider or e-government, to be an innovative kind of state apparatus development (Kencono, 2024).

Alghamdi, S. A. (2017) stated that electronic-based government systems provide opportunities to encourage and realize open, participatory, innovative and accountable governance, improve public service quality and accessibility, foster greater agency collaboration in task execution and government affairs to accomplish common goals, and reduce instances of power abuse through nepotism, collusion, and corruption by implementing an electronic public monitoring and complaints system.

The framework of the electronic government system consists of the master plan, strategic plan map, four pillars of the electronic government system, electronic government system components, and electronic government system management. This is the aim of enhancing reliable and high-quality public services while also putting in place a clean, efficient, accountable, and transparent government. The description of the integration of all the elements a national electronic-based government system

architecture, the government's electronic-based system described above can be implemented.

The information technology architecture that will be developed refers to electronic-based government systems and includes six domains, namely: business process architecture, data and information architecture, electronic-based government system infrastructure architecture, electronic-based government system application architecture, electronic-based government system security architecture, and electronic-based government system service architecture. Furthermore, as a form of evaluation, it is necessary to develop an audit framework as an assessment and measurement tool that accurately reflects the achievements of current conditions and manageable reduction gaps (Ikhsa et al., 2021).

A number of elements affect the implementation of an electronic-based government system. The following are some variables that may affect the adoption of a government system based on electronic data (Almadani et al., 2024):

1. Line of command and sectoral ego: This factor can make a negative contribution to the implementation of management policies and public information services. As a result, there may be little information regulated by information and documentation management officials and low adherence to information data.
2. Public satisfaction: Public satisfaction with public services is an indicator of the success of implementing an electronic-based government system. The public wants public services that are accessible, efficient, and well-integrated. Therefore, government agencies need to make improvements and innovate to build a government system that meets people's expectations
3. HR Competency: Human resource competency An essential component of putting in place Information and communication technology is the foundation of an electronic government. The process of establishing and integrating electronic-based public services may be hampered by the absence of ICT expertise.
4. Technological infrastructure: The successful implementation of an electronic-based government system is highly dependent on adequate technological infrastructure. Good infrastructure will support the smooth and successful electronic-based government system.
5. Regulations and policies: Appropriate regulations and good internal policies The development of electronic-based government systems is influenced by

the governance of those systems as well. The steering committee for the electronic government system's implementation exists and oversees its implementation can help in smooth implementation.

6. Public awareness and acceptance: Public awareness and acceptance of technology in government is also an important factor. Education to the public regarding the benefits of electronic-based government systems in providing better public services needs to continue to be encouraged.
7. Technical and security challenges: Implementation of electronic-based government systems is also faced with technical and security challenges. Strong personal data protection and awareness of the challenges that may arise on the road to successful e-government need to be addressed

In implementing the government must implement an electronic-based government system plan a structured and systematic development process. There are three main pillars that must be built in realizing electronic-based government, namely institutions, systems and human resources. Implementing An electronic-based form of government is an important step in digital transformation for government. By paying attention The government can bring its vision of an electronic-based government system that responds to the variables influencing SPBE implementation to reality provides more efficient and quality services to the community (Yeni et al., 2023).

By knowing these factors, the next step is to model these factors into a framework so that simulation and implementation can be carried out more easily in the deployment of a government system based on electronic means.

Strategy carried out by the Government in Improving Electronic-Based Services to the Community

The government has several strategies for improving electronic-based services to society, including (Mohi, W. K., & Botutihe, 2020):

1. Developing the government is working to create the Electronic Government, or E-Government, idea in an attempt to develop electronic-based government administration. This concept aims to simplify services, increase accessibility of information and services, and increase the efficiency and effectiveness of public services. Develop electronic government service portals such as e-Services, which provide various public services online and increase interoperability between information systems in various government agencies to speed up bureaucratic processes.
2. Raising the standard of public services: The government is working to raise the standard of services provided to the public. In order to accomplish this, information and communication technology is used to shorten service

delivery times, remove ineffective service layers, and improve service accountability and transparency.

3. Optimizing electronic-based services: The government is optimizing electronic-based services in providing services to the community. By utilizing technology, the government can provide services that are faster, more accessible and transparent. An example is the use of electronic-based public service portals that provide various public services online.
4. Increasing community participation: The government encourages active community participation in public services. With electronic-based services, the public can more easily access information and participate in the public service process without having to physically come to a government office. This can also increase transparency and accountability of services.
5. Optimizing collaboration between government agencies: The government encourages collaboration between government agencies in carrying out public duties and services. An electronic-based government system makes it possible for organizations to collaborate more successfully and efficiently, which improves community services.

The government intends to use an utilizing an electronic-based government system and these strategies to improve the standard of services offered to the general public.

CONCLUSION

The Indonesian government has adopted various strategies to improve community services via an electronic-based government system. Here are some key strategies:

1. Development of Information and Communication Technology (ICT) Infrastructure
Expanding internet coverage to remote areas to ensure equitable access, improving network quality: Optimizing the speed and stability of internet connections to support the operation of Electronic-Based Government Systems.
2. Digitalization of Public Service
Facilitating the public to access various public services online, public service applications and portals: Development of mobile applications and web portals for various services such as document registration, tax payments and permits.

3. Human Resource Capacity Development

Providing training to government employees to improve their ICT skills, recruiting experts: Recruiting experts in the field of ICT to support the development and operation of Electronic-Based Government Systems.

4. Regulations and Policies

Create regulations that support the implementation of Electronic Government Systems, such as cyber security policies and personal data protection, implement national standards for government electronic services to ensure quality and consistency.

5. Public Participation and Collaboration

Inviting the public to participate in developing Electronic-Based Government System services through feedback and suggestions, collaborating with technology companies to develop innovative solutions for public services.

With these strategies, the government is trying to create a public service system that is more efficient, transparent and responsive to community needs.

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