

Enhancement of Public Services Based On E-Government on Media Center Regional Government of Surabaya City

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Abstract. This study aims to determine the enhancement of Public Services through the implementation of E-Government at the Surabaya City Government Media Center. This research is qualitative by making a systematic, factual and accurate description of the facts of the implementation of E-Government in improving public services. The data analysis method uses inactive model analysis with three procedures, namely data reduction, data presentation and drawing conclusions. The results showed that the Improvement of Public Services at the Surabaya City Government was carried out through the implementation of E-Government which consisted of presence by forming a media center to manage the information needed by the community. Interaction by providing interaction facilities between the community and local government which is displayed in the form of download and email communication facilities on the government website. Transactions, namely local government web that interact facilities in public services such as e-sapawarga.

Keywords: E-Government, Public Services, Media Center

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I. INTRODUCTION

The phenomenon of the low quality of public services organized by the bureaucracy in several countries, including Indonesia, has stimulated the government's steps to introduce electronic government policies (e-Gov) as part of bureaucratic reform efforts. E-government is an early milestone in the emergence of online government, providing positive expectations for the realization of a better quality of public services. E-Government is the use of information and communication technology, especially the internet, to provide public services that are more convenient, customer-oriented, cost-effective, and completely different and (in a) better way. E-Government connectivity consists of Administration to Administration (A to A), Administration to Business (A to B) and Administration to Citizen or A to C

E-Government aims to form a government service system that is more, easier and faster by using internet sites, thus accelerating the dissemination of information to the public. E-Government is an activity carried out by the government using information technology support in providing services to the public. The importance of e-government include (1) encouraging governance that is responsive to the needs and aspirations of the community; (2) encouraging the utilization side of information disclosure; and (3) encourage the level of public participation in the system of governance.

The development of E-Government in Indonesia began around 4 years ago, with the Presidential Instruction of the Republic of Indonesia No. 3 of 2003 concerning National Policies and Strategies for E-Government Development. The policy was made by the government because one of the considerations was the use of Information Technology and Computers in the government process, which would be able to increase the effectiveness, efficiency, clarity (transparency), and accountability of government administration. If that happens, new hopes will arise, where with the electronic-based government it is hoped that the government can provide better service to the public. It certainly will encourage the creation of good government (good governance) that is able to run the wheels of government that is responsible

Based on Presidential Instruction No. 3/2003, E-Government is an effort to develop governance based on (using) electronics in order to improve the quality of public services effectively and efficiently. Through the development of e-gov management systems and work processes in the government environment are carried out by optimizing the use of information technology. In accordance with the Inpres each Governor and Regent /

Mayor is mandated to take the necessary steps in accordance with their respective duties, functions and authorities in order to carry out the development of E-Government nationally.

Surabaya City Government has pioneered the implementation of E-Government since 2002. E-Government in Surabaya City Government is grouped into two, namely in terms of regional financial management and E-Government for public services (Surabaya City Communication and Information Office, 2017). The implementation of E-Government for the management of regional finances by the Surabaya City Government, there are several e-government services that have been developed in the Surabaya City Government environment including: e-Budgeting, e-Project Planning, e-Procurement, e-Delivery, e-Controlling and e-performance. In addition, the Surabaya City Government also implements e-government for community services. Applications relating to the community include e-sapawarga, e-licensing, e-musrenbang, and electronic complaints.

This research is focused on the public service program at the Media Center called e-Sapa Warga. Through the Media Center the public can participate in supervising the performance of local governments, as well as knowing the stages and achievements of urban development. Information or suggestions from the public that enter the Media Center are processed by the Media Center Work Team consisting of relevant Lemnaba personnel, which is confirmed by Surabaya Mayor Decree No.188.4 1 / 436.1.2 / 2012 concerning the Surabaya City Community Complaints Service Team

The Media Center as a service center and data center that involves coordination with many relevant Regional Work Units, in terms of technology has had a back-end integration to improve workflows and a strong Information Technology and Computer network to support national and regional applications, and integration between different local government units. Judged from this perspective, the Surabaya City Government Media Center has won an international award namely the Future Gov Award 2013 Asia-Pacific level for the Data Center category.

Based on a theoretical perspective, e-government orientation to provide citizen-centric service according to Duggan and Green (2008) marks the transformation of public services around the world, where a new service agenda that has been prominent especially since 2005 is the e-strategy government which was previously more focused on the use of Information Technology and Computers to provide online information services, towards a new vision that is more citizen-focused approach in the provision of public services. The public sector can realize this transformation if the government begins to seek citizen input and feedback into development policies and programs, through interactive online media and other accessible means. This vision direction emphasizes the use of Information Technology and Computers to improve public policy and government operations with broader citizen involvement, and to provide comprehensive and timely services, where better policy outcomes, higher service quality, and advance the reform agenda public, all of whom Dawes (2008) referred to as electronic governance (hereinafter abbreviated as e-government)..

Rajalekshmi's research (2007) found that the importance of public trust in the government in supporting the effectiveness of a public service. In addition, the role of intermediary institutions (assistants) is very important in helping technologically disadvantaged citizens to be able to access electronic-based services provided by the government.

The implementation of e-government, in line with the spirit of bureaucratic reform in Indonesia, increasingly plays a role in improving the quality of public services and helps the process of delivering information more effectively to the public. Various efforts must of course continue to be done to be able to further improve the quality of e-government. The achievement of e-government will also be one of the manifestations of smart government or smart government. E-Government is one of the basic strategies that needs to be realized through government policy. If this can be realized, then the implementation of e-Government clearly has an impact on local governments, especially in carrying out public services.

Based on the explanation above, this study specifically tries to further examine how the Government of the City of Surabaya in its efforts to improve Public Services through the implementation of E-Government

II. LITERATURE REVIEW

2.1 Public Services

Generally public services are identical to the representation of the existence of government bureaucracy, because it is directly related to one of the functions of government, namely providing services. Therefore, a quality of public service is a reflection of a quality of government bureaucracy. In the past, the paradigm of public service gave a very large role to the government as the sole provider. The role of parties outside the government has never been given a place or marginalized. The public and the private world have little role in the delivery of public services.

Santosa (2008) states that public services are the provision of services, either by the government, private parties on behalf of the government, or even private parties to the community, with or without payment to meet the needs and or interests of the community. Thus, it is not only government agencies that provide

public services to the wider community, but also the private sector. Public services carried out by government agencies are socially, politically motivated, namely carrying out basic tasks and seeking voice support. Whereas public service by the private sector has an economic motive which is profit oriented.

According to Law No. 25 of 2009 concerning public services article 1 paragraph 1 it is formulated that 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.

2.2 E-Government.

Generally the definition of E-Government is an internet-based information management and community service system. This service is provided by the government to the community. By utilizing the internet, there will be very many development modes of service from the government to the community which enable the active role of the community where it is expected that the community can independently register for licensing, monitor the settlement process, carry out directly for each licensing and other public services. All of these things with the help of internet technology will be done from anywhere and at any time (Abidin in Hardiyansyah, 2003).

Belanger and Carter (2012) states E-Government as the use of information technology to activate and improve the efficiency of government services provided to citizens, employees, companies and agencies. UNDP (United Nations Development Program) defines: e-Government is the application of the Information and Communication Technology (ICT) by government agencies E-Government is the use of information and communications technology (ICT) to promote more efficiency and cost-effective government, facilitate more convenient government services, allow greater public access to information, and make government more accountable to citizens (Indrajit, 2004).

E-Government refers to the use of information technology by government agencies that have the ability to change relations with citizens, businesses, and other units of government. The technology used can serve a different diversity, namely providing services to better citizens, increasing interaction with the business and industry, empowering people through access to information, or more efficient government management. The results obtained are reduced corruption, increased transparency, greater convenience, increased state revenue, and / or reduced costs. (Grönlund, 2008). E-government is the frontline of government efforts in providing information and services to communities, business groups, government employees, and community organizations (Yu-Che Chen & James Perry, 2003).

Furthermore, Awan (2015) states that e-Government is an electronic interaction (transaction and information exchange) between government, community (citizens and businesses) and employees. Through e-Gov many goals can be better served including the provision of government services to the community such as improved communication with business and industry, community empowerment through access to information and more competent government management. The most prominent e-Gov services are the provision and use of information pages in the internet called the web (world wide web).

The essence of the goal to be achieved through e-Government is to realize online services that are easily accessible by everyone, at unlimited times and places. Besides e-Government aims to provide services without the intervention of public institution employees and a long and convoluted queue system. Therefore the basic objectives to be achieved are: 1) Improving the quality of public services through the use of IT technology in the process of governance; 2) Establishment of a government that is clean, transparent, and able to respond effectively to changes in demand; and 3) Improvement of organizational, management systems, and governance work processes (e-Government Application System Blueprint, 2004).

2.3 E-Government in Public Services

In general, the purpose of e-government is to improve the service relations between the government and various stakeholders, such as citizens, the private sector, tourists and other government institutions. Globally, e-government is associated with efforts to provide opportunities to improve connectivity, availability and models of interaction between government and citizens. This is also related to the current transformation of government services, especially in efforts to improve efficiency, improve processes and automate tasks previously performed by government employees.

The main purpose of e-government services is to meet the needs and demands of stakeholders. And this is not driven by internal mechanisms, but rather driven by external mechanisms, such as requests and expectations of citizens recorded and collected and used as a basis for making decisions for the provision of information technology. If e-government services provided by the government are really in the interests of citizens, then it makes sense that the government needs to find out what the wishes and hopes of citizens are regarding e-government services (Mundy & Musa, 2010).

E-Government is also a way for governments to use new technology to comfortably access the public's information and government services, to improve service quality and to provide greater opportunities to

participate in democratic processes and institutions. Whereas Holmes defines e-Government: "... is the use of information technology, in particular the internet, to deliver public services in a much more convenient, customer-oriented, cost-effective, and altogether different and better way. It affects agencies dealing with citizens, businesses, and other public agencies as well as its internal business processes and employees." (Holmes, 2001).

The implementation of e-governance has become a demand of the community to obtain better services and also because of the demands for the implementation of regional autonomy, the government (central or regional) must immediately implement it with all the existing limitations. According to Rasyid (2000), in the context of implementing good governance and e-government, there are four basic principles that need attention: legal certainty, openness, accountability, and professionalism for service improvement and community empowerment. Meanwhile, according to Hardijanto (2000) that the improvement of services to the community must be continually sought to change roles by optimizing service standards with the principles of fast, precise, satisfying, transparent and non-discriminatory and applying the principles of accountability, and efficiency considerations.

Parasuraman, et al., (1988) state that public services supported by information technology today are very important, this is because one of the dimensions of service quality is speed of service. The shift in the communication model caused by the development of information and communication technology has not only developed in the private sector but has also begun to occur in the public sector. The concrete manifestation of the government's commitment is e-Government. Utilization of e-Government can change the pattern of interaction between government and society. Services that were initially oriented in the queuing system (in-line) turned into online services that can be accessed through government websites.

The e-Government model is implemented in various countries using a four-stage developmental model of e-Government in long-term planning. For example, e-Government phasing implemented in New Zealand is described as having 4 (four) stages, namely: 1) The first phase, the website appearance phase (web presence); 2) The second phase, interaction; 3) The third phase, transactions; and 4) Phase Four, the transformation phase (Simangunsong, 2010).

To develop e-government there are four phases proposed by the World Bank (2002), namely Presence, Interaction and Transaction (Yustianto, 2006). The same model put forward by Gartner Research (Gupta, 2004), proposes The Value Chain of E-Service model, which sets four stages that are specifically developed in the context of e-governance.

The four phases of development if contextualized for the development of e-government websites in Indonesia, include: (1) Presence by bringing up regional websites on the internet. At this stage, the basic information needed by the public is displayed on the government website; (2) Interaction, namely the regional web that provides interaction facilities between the community and regional government. In this stage, the information displayed is more varied such as download facilities and e-mail communication on government websites; (3) Transactions, which are local government websites which in addition to having interaction facilities are also equipped with public service transaction facilities from the government; (4) Transformation, in this case government services increase in an integrated manner (Gupta, 2004).

III. RESEARCH METHODS

This research uses the Kulaitatif method. According to Prastowo (2011), qualitative methods are systematic research paths used to study or examine an object in a natural setting without any manipulation in it and without testing hypotheses, with natural methods where the results of the study are not generalizations based on the size of the quantity but in the form of the meaning (in terms of quality) of the observed phenomenon. The use of a qualitative approach by making systematic, factual and accurate descriptions of the facts of the Surabaya City Government in an effort to improve Public Services through the implementation of E-Government in the Media Center

The model used in this research is the World Bank E-Government Stage Model (2002) in Yustianto (2006), namely Presence, Interaction and Transaction

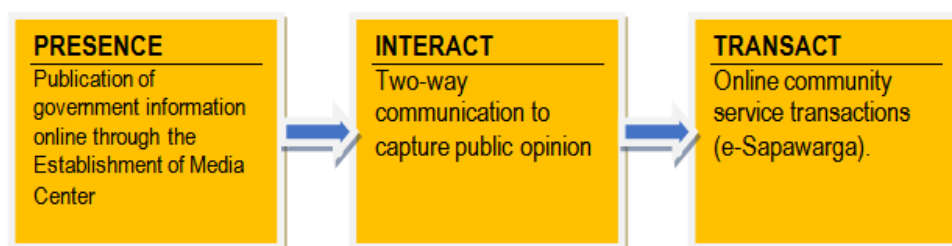


Fig.1:Research model

The subjects in this study are the parties directly related to the process of E-Government-Based Public Services at the Surabaya City Government Media Center consisting of the Head of the Information and Dissemination Information Section (SKDI) of the City of Surabaya Regional Government's Communication and Information Service Office, Chairperson or Team members Surabaya City Government Media Center Complaint Service, Chairman or member of the Surabaya City Government Media Center Quick Response Team and Chair or members of the Surabaya City Government Media Center Information System and System Integration Team. Data collection techniques used in this study were through observation, interviews and documentation. Data were analyzed using an interactive model analysis developed by Miles and Huberman (2009) with three procedures namely data reduction, data display, and conclusion

IV. RESULTS AND DISCUSSION

4.1 Presence

E-government is a means of disseminating one-way information, using websites. In this phase e-Government services are only in the form of a website display from government agencies, it contains information that is static in nature, and is the easiest e-Government stage so that many e-Government sites are still at this stage.

The improvement of public services in the city of Surabaya begins with the establishment of a Media Center (Presence). The establishment of the Media Center is inseparable from the notion that since the enactment of the Public Information Openness Act No. 14 of 2008, public expectations and awareness of the fulfillment of information needs have increased, as has the Government's obligation to meet those needs. The media center is expected to become a service center for complaints, suggestions, criticism and information related to the programs and services of the Surabaya City Government. The existence of the Media Center is in accordance with Surabaya Mayor Decree No.188.45 / 71 / 436.1.2 / 012 concerning the Surabaya City Complaints / Complaints Service Team. Structurally the Media Center is under the Communication and Information Dissemination Facility (SKDI) Department of Communication and Information, Surabaya City Government. Based on the provisions in the decree, the Media Center is obliged to submit the SKPD's response to the public a maximum of 1 X 24 hours

Before the Media Center is launched, people who want to submit complaints and request information must come directly to the Office of Communication and Information so that in terms of time inefficiency in addition to the manual system that still uses correspondence and a slow process in handling complaints and requests for information. The presence of the Surabaya City Government Media Center is expected to facilitate the public to obtain information and complaint services. Thus the function of supervision and public satisfaction with government performance can run well.

The presence of the media center receives complaints and information from the public to be followed up by the relevant institutions. In addition to receiving complaints, the media center is also tasked with delivering responses or the results of follow-up from the Institute to the report giver (citizens). Complaints, input and suggestions from the public that enter the media center are used as the basis of development by the Surabaya City Government. This changes the mindset of government officials to work well, responsively, on time and committed to providing excellent service for the community.

The focus of the work of the Media Center is how to realize online services efficiently, where various forms of community participation whether complaints or complaints, input, questions and so on, can be responded to quickly through online media. The speed of service response was emphasized given the strong commitment of the leadership in this case the mayor of Surabaya to provide excellent service to its citizens

4.2 Interaction

The e-government feature can have two-way communication between the government and its citizens. Users use email, audio / video facilities, to communicate with the government. Interactions that occur, in the form of community participation can be in the form of complaints, complaints, suggestions and input to the city government. The presence of the media center received complaints and information from the public to be followed up on related SKPDs. In addition to receiving complaints, the media center is also tasked with delivering responses or the results of follow-up from the Regional Work Unit to the report giver (citizens). Complaints, input and suggestions from the public that enter the media center are used as the basis of development by the Surabaya City Government. This changes the mindset of government officials to work well, responsively, on time and committed to providing excellent service for the community.

Interactive e-Government has the nature of involving two-way communication, starting with email contact information for government officials or the existence of a response form that allows users to send comments or proposals for the relevant legislative, policy and government organizations. Service delivery through e-Government provides broad access to the community, enabling the city government to capture the concerns and needs of the city community. The research findings show that community involvement in the e-

Sapawarga service process can be seen from the participation of citizens in submitting complaints or complaints, as well as providing input to the municipal government through the media provided online. The existence of online media to monitor user input, and respond according to the needs of citizens.

E-Gov is not only about government websites and e-mail, not only about providing services via the Internet, not just about digital access to get government information or electronic payments, but to enable citizens to communicate with government, participate in government especially in policy making and among citizens to be able to communicate with each other and to participate in various processes. Building public participation through e-Gov is the key word for expanding governance principles in public services

4.3 Transaction

Applications in e-government need to be designed to facilitate the public in obtaining information and services needed, besides that the information in this stage has been updated regularly. Applications provided in e-government to provide access to citizens in expressing their aspirations. These media include the provision of municipal government websites, use of social media accounts such as Facebook and Twitter, as well as e-Sapawarga portals, in addition to e-mail, short message service and telephone services. E-Sapawarga services, besides providing online access are also ready to provide services for residents who come directly to the Surabaya City Dinkominfo media center office. Even the aspirations of citizens who were openly expressed through print media were also received.

E-Sapawarga is conceptually designed to involve the participation of the people of Surabaya, so it is important to see how the people's aspirations are accommodated in the organization of e-Sapawarga. Field observations show that community involvement in the e-sapawarga service process can be seen from the participation of citizens in submitting complaints or complaints, as well as providing input to the municipal government online.

E-Sapawarga as a service product provided by the Surabaya City Government Media Center is a liaison between the Citizens and the Government which is facilitated by the advancement of information and communication technology. The application of information and communication technology (ICT) has become a global trend in public administration. Interactive offers and initiatives from the private sector as well as citizen demands that put governments all over the world under pressure to change and innovate so that their bureaucracy deals with citizens. The development of e-Gov has encouraged people to demand better services. Initially, e-government assumed that the use of the internet was limited to conveying government information and services to citizens. However, at present, the use of information and communication technology and especially the internet is seen as a tool to achieve better governance. This reveals the evolution of e-government expectations in public sector reform programs.

Providing e-Sapawarga services that provide broad access to the community, allows the city government to capture the unrest and needs of the city community. The results of interviews in the field show that community involvement in the e-Sapawarga service process can be seen from the participation of citizens in submitting complaints or complaints, as well as providing input to the municipal government through the media provided online

V. CONCLUSIONS AND RECOMMENDATIONS

Based on the findings of the research it can be concluded that the Surabaya City Government implements E-Government in order to improve public services which includes Presence, namely to bring up regional websites on the internet. At this stage, the basic information needed by the public is displayed on the government website. Presence that is realized through the media center receives complaints and information from the public, which is then followed up by sending a response or the results of the follow-up to the report giver (citizen). Complaints, input and suggestions from the public that enter the media center are used as the basis of development by the Surabaya City Government.

Interaction is realized by providing a regional web that provides interaction facilities between the community and local government. The features provided in e-government have the function of two-way communication between the government and citizens. Residents use email, audio / video facilities, to communicate with the government. Interactions that occur, in the form of community participation can be in the form of complaints, complaints, suggestions and input to the city government

Transactions that are realized through e-government applications that are designed to facilitate the public in obtaining information and services needed. The e-Sapawarga application is designed to involve the participation of the people of Surabaya by providing broad access to the community, enabling the city government to capture the concerns and needs of the city community.

Based on these conclusions, suggestions that can be given to the Surabaya City Government are the Surabaya city government in order to establish partnerships with the private sector in overcoming the limitations

of Media Center facilities, and to synergize with the Community Information Group in the process of information literacy.

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