

E-Community in realizing public service response

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Abstract. The E-Society program policy is a program of Mayor of Binjai in the form of an application that aims to improve the communication quality of the Binjai city government with the people of Binjai city inside construction of the city of Binjai. This program is one of the programs the most widely used Binjai city community among programs which was in the city of Binjai in implementing the E-Government government in the city Binjai. This study aims to determine the implementation of E-Society in realizing public service in the city of Binjai. The research method used is descriptive research method with a qualitative approach. The technique of data collection is done in a way interviews, observations, and recording documents related to implementation E-Society application in Binjai city. The data obtained is then analyzed qualitatively by reviewing all collected data that is supported by the results of interviews with the approach of the Van Meter model and the Van Horn linking that the success of a program can be seen from standard variables and policy objectives, resources, characteristics of implementing organizations, communication between organizations related to disposition activities or attitudes executor, and social, economic and political environment. The results of research from the implementation of E-Society in realizing the responsiveness of public services in the city of Binjai has not yet proceeded optimal seen from the variable communication between organizations there are still obstacles such as errors in sending reports to the Regional Device Operators (OPD) causing reports to enter through the E-Society application hampered to be processed.

1. Introduction

Public service is a very important issue in governance government. In the field of government services it is very important because it has the potential a greater role concerns the public interest, even the interests of the people overall. In Indonesia public services are still a problem need to get comprehensive attention and completion. That service government is often called public service, understanding public services in accordance with Law Number 5 of 2009 concerning Public Service, explains that the State is obliged to serve every citizen country and population to fulfill their basic rights and needs inside public service framework which is the mandate of the State Constitution The Republic of Indonesia in 1945, built community trust over public services carried out by public service providers are activities that must be carried out in line with the expectations and demands of all citizens country and population about improving public services.

Various public services for the community sometimes still have deficiencies, even failing to function, and people lack interest in report. The reason is because it will take a long time to handle by the government. Related to this, the Office of the Presidential Staff (KSP), Ministry of Administrative Reform and Bureaucratic Reform (Kemenpan RB), and the

Ombudsman of the Republic of Indonesia launched the application and LAPOR website (People's Aspiration and Online Complaint Service) for aspirations and public complaints [1]

Online People's Aspiration and Complaint Service (LAPOR) was launched by the government in 2013. People's Online Aspiration and Complaint Service (LAPOR) can be accessed on the website www.lapor.go.id or via SMS 1708 and / or mobile applications on the Android operating system, Apple, or BlackBerry [2]. People's Online Aspiration and Complaint Service (LAPOR) is the first social media application in Indonesia that involves public participation and is two-way, so that in this application the community can interact with the government interactively with easy and integrated principles for supervision of development. As a means of receiving public aspirations and complaints, reports of citizens who enter via LAPOR are managed and disposed to various related agencies that are connected for immediate response.

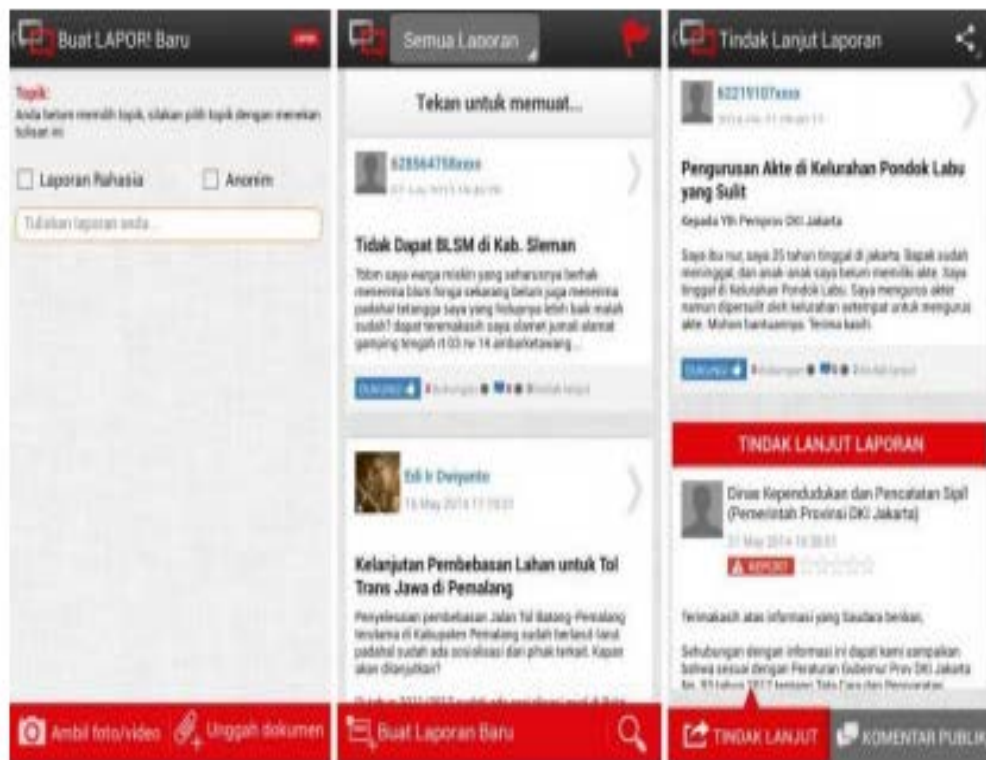


Figure 1.Online People's Aspiration and Complaint Service (LAPOR)

The Smart City concept is a city that can provide variety information needed by residents who live permanently or migrants on one the city. City Information was formed by implementing infrastructure overall information and communication technology, and is used for various services that can be provided by a City system. With the use of Information and Communication Technology (ICT) is also encouraging public transparency in governance and planning systems involving City residents and stake holders. The goal of Smart City is to provide services using the latest technology by building sophisticated infrastructure, so that it can provide effective services to all people living in the city.

The Binjai City Government conducted the Grand Launching of 5 E Government Binjai Smart City Applications (BSC) and the Inauguration of Binjai Commend Center (BCC) which included E Musrembang, E-Plan, E Doctor, E-Licensing, E Warung in March 2017. Pemko Binjai Launching the BSC E Government Application, March 31, 2017, accessed on January 27, 2018)[3]. One application that holds all the aspirations of the people of Binjai city is the community. This E-Society application can be downloaded via Google Play. The E-Masyarakat application is currently a barometer for people to get information regarding all issues in Binjai City.

Through the E-Society application, you can find out the complaints sent by the community in every sub-district and village. In addition, the community can also measure the performance of agencies and services of the State Civil Apparatus (ASN), and describe the ability to meet people's needs. In Law No. 14 of 2008, concerning Public Information Openness, which give obligation to each Public Agency to open access for every applicant for public information to obtain public information, except certain information.

Figure 2.Report E-Society

2. Literature Review

2.1 Implementation Model Van Meter and Van Horn

The model of the policy implementation approach formulated is called A Model of the Policy Implementation [4]. This implementation process is an abstraction or performance of a policy embodiment that is basically intentionally carried out to achieve high policy implementation performance that takes place in the relationship of various variables. This model presupposes that policy implementation runs linearly from political decisions, implementers and public policy performance. This model explains that policy performance is influenced by several interrelated variables, these variables are:

- a. Standards and objectives of policies / measures and policy objectives
- b. Resource
- c. Characteristics of implementing organizations
- d. The attitude of the implementers
- e. Communication between related organizations and implementation activities
- f. Social, economic and political environment

2.2. Implementation Model Merilee S Grindle

Implementation policy as a political process and administration where the political process is seen through the interaction of various policy actors, while the administrative process is seen through general process regarding administrative actions that are can be observed at the program level held [5]. Policy implementation must pay attention two things, content and policy context. Fill in policy (content of policy) consists of (a) the interests of the target group, (b) type benefits, (c) degree of change desired, (d) the location of decision making, (d) program implementation, and (e) resources involved. While the policy context (context of implementation), namely (a) situation when the policy was formulated and implemented [5]

2.3. Implementation Model George C. Edward III

The policy implementation model of George C. Edward III, which began with the question: what preconditions make policy implementation can be successful. Regarding this question, Edward replies that that can affect. Implementation policies there are four crucial variables, namely: communication, resources, disposition or attitude of executors and bureaucratic structures [6].

3. Research Method

Policy research is empirical research conducted for verify proportions about some aspects of the relationship between tools and objectives and policy processes. Public policy research can be thought of as applied social research because of the form of research it has the same main focus as applied research, i.e. practical problem solving [7].

This type of research is qualitative research. Research format is the qualitative method chosen to examine policy implementation is a descriptive qualitative format, namely; a format that is intended for describe, summarize various conditions, various situations and various phenomena of social reality in society.

The data analysis technique used in the study was descriptive qualitative. The process of analyzing this data starts by examining all data available from various sources, followed by reducing data by making an abstraction that is making a core summary, process and statements need to be maintained so that they remain in them. The next step is to arrange it in units for categorized while making coding, at the final stage is by holding data validity checks. After that, go to data interpretation stage.

In fulfilling the validity of the data this research was carried out by triangulation with source. Triangulation with source means comparing and checking the degree of trust information obtained through time and different tools in research qualitative [8]. Triangulation with sources carried out in this study, namely compare the results of interviews with the contents of related documents. Triangulation besides being used to check the truth of the data, it is also done for enrich data.

5. Conclusion

Standards in the implementation of E-Society have been implemented in accordance with existing regulations, namely by referring to the Regulations of Mayor of Binjai Number 53 concerning the Implementation of Binjai Smart City and Standards E-Society Operation Procedure (SOP). For goals from community applications it is a community in the city of Binjai. But for the target there are still people in the city of Binjai haven't used this E-Society application.

Resources in the implementation of E-Society are sufficiently seen from human resources who have competency and abilities carry out tasks and functions according to the implementation instructions applicable made by the city government of Binjai and facilities such as quality from the E-Society application it can be assessed as being optimal with Wifi is provided for every village in Binjai city for make it easier for people to send reports through community applications.

The characteristics of the implementing agency in this case are the parties involved for implementing E-Society applications in the city of Binjai, among others The Communication and Information Office of the city of Binjai as the application manager E-Masyarakat, Binjai Command Center as the supervisor runs it E-Society applications, as well as Regional Operator Devices (OPD) such as Environmental Agency of Binjai City, Housing and Regional Office Settlement of the city of Binjai and the Office of Public Works and Spatial Planning the city of Binjai as an institution implementing the E-Society for reports that come in accordance with the duties of each relevant agency.

Communication related activities are seen in implementation E-Masyarakat applications in the city of Binjai can be seen from the communication between E-Society operators with Regional Device Operators (OPD) related the incoming report is still sending an error conducted by E-Society operators against OPD because of the report sent almost to resemble the related DPOs, so the DPO must re-confirm to E-Society operators for errors sending the report so that the report becomes welcome to followed up later.

The implementing disposition or attitude in implementing E-Society as a whole supports this E-Community program to continue to be implemented. In addition, the information available in the E-Society application is open to the community of users of this E-Society application find out what information is available in this E-Society application. And the public can monitor the extent to which sent reports are processed by E-Community operators. With the existence of this community application, the community easily assesses the performance of the Binjai city government whether or not in carrying out its duties.

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