

Analysis of e-Government Development Policy in Banda Aceh City

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Abstract—One form of e-Government service in Indonesia is in the field of public services. The government is making various efforts to create effective public services, one of which is through the use of technology. The existence of concepts and policies regarding e-Government has brought the Banda Aceh City Government to innovate in governance by creating the Banda Aceh City Public Service Mall. With the presence of policies regarding e-Government, of course, it will have an impact in various fields such as law, politics, society, and economics. This research focuses on the impact of e-Government policies driven by Presidential Instruction No. 3 of 2003 concerning National Policy and Strategy for e-Government Development. This analysis uses William Dunn's theory, Policy Analysis. The purpose of this study was to determine the quality of e-Government development policies and strategies in Banda Aceh City. The method used in this research is the descriptive qualitative method, to describe e-Government policies and strategies in Banda Aceh City. The research results were found after going through research and gathering information, the concept of good governance was implemented in e-government policies which were then realized by the establishment of the Banda Aceh City Public Service Mall which provides public services. In terms of legal certainty, responsiveness, equality and justice, effectiveness and efficiency, accountability, decentralization, and partnerships with the private sector and the community, it is considered quite good. The government also supports the implementation of e-government in Banda Aceh City by issuing an innovative website to make it easier for people to access public services. The government also supports the implementation of e-government in Banda Aceh City by issuing an innovative website to make it easier for people to access public services. But unfortunately, socialization is still considered lacking because there are still many people who do not know and use public services either in the form of websites or coming directly to agencies that are strategically located in the city center. The government also supports the implementation of e-government in Banda Aceh City by issuing an innovative website to make it easier for people to access public services.

Keywords—policy analysis, development, e-Government, Banda Aceh City

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I. INTRODUCTION

In the current era of modernization, the bureaucracy should be more result-oriented than procedural and administrative matters. Because the previous bureaucracy which was more focused on structuring its administration caused the bureaucracy to become an administrative burden when carrying out government tasks. Communities and business actors and even the government itself are sometimes bothered by this administrative matter (Muhaimin and Herawati, 2022). This gives a negative image of Indonesia which is considered slow and convoluted. Public service is one indicator that can be seen from this phenomenon. There is a tendency for injustice in public services, such as the difficulty of getting services for the community, while people with high incomes will get full service. This phenomenon often occurs in public services in Indonesia, (Rahmatilah *et al.*, 2021).

The existence of the application of digital bureaucracy in public services is a very appropriate step. Given that technological advances in the current era greatly support simplifying procedures, providing efficiency and accuracy to administration. Public service is a representation of the existence of the government bureaucracy because public service is in direct contact with the community and places the community as a subject in administering government (Suherman, 2020). Service itself is a process of fulfilling needs through the activities of other people directly. Lovelock defines service as an organizational approach that becomes the quality of service received by service users in business as the main driving force (Maulana and Widodo, 2020). Through this public service, the public can directly assess the performance of the government. Guarantees for public services for Indonesian citizens are contained in the constitution of the body of the 1945 Constitution of the Republic of Indonesia from article 27 to article 34 which contains the rights of citizens (Andhika, 2018). The words Service and Public often appear because they are closely related to research on the variable effectiveness of e-Government implementation at Public Service Malls (Hasiholan *et al.*, 2020).

One form of e-Government service in Indonesia is in the field of public services. Public services carried out in Indonesia are through face-to-face contact or direct contact between the public and public service providers (government), where these services are often considered less effective and efficient due to long queues, and can even lead to irregularities or KKN cases which can result in the imposition of sanctions. Criminal (Ibad and Lolita, 2020). The government is making various efforts to create effective public services, one of which is through the use of technology (Nugroho, 2016). The use of information technology is inseparable from the role of computer equipment and communication technology (Suherman, 2020).

By looking at the current conditions, where people are still wary of a pandemic in most parts of the world, including Indonesia, e-Government should be the best solution for the government and society to maintain relationships without increasing the spread of the virus. With online services that people can access via the internet without having to come to the public sector, individual mobilization can be reduced thereby helping to prevent transmission of the virus. The concept of e-Government which emphasizes two-way communication between the government and the community can also make it easier for the public to communicate with government agencies and government officials.

The existence of concepts and policies regarding e-Government has brought the Banda Aceh City Government to innovate in governance by creating the Banda Aceh City Public Service Mall which was inaugurated in December 2019 as well as a Website in Public Service Mall of Banda Aceh City. The City of Banda Aceh Public Service Mall with the hope of meeting the needs of the community in terms of licensing and non-licensing services in the City of Banda Aceh.

With the presence of policies regarding e-Government, of course, it will have an impact in various fields such as law, politics, society, and economics. Therefore this research focuses on the impact of e-Government policies driven by Presidential Instruction No. 3 of 2003 concerning National Policy and Strategy for e-Government Development.

II. LITERATURE REVIEW

According to William Dunn, Policy Analysis is a branch of social science that uses investigation and persuasive arguments to collect and use relevant data in each process to produce decisions that have a polite focus with the aim of solving policy problems (Rokim, 2019).

A. *Government for Public Service*

In state life, the government has the function of providing various public services needed by the community, starting from services in the form of regulation or other services to meet community needs in the fields of education, health, utilities, and others (Wakhid, 2017). To improve services in government administration, the emphasis is on efforts to facilitate services, speed up services, shorten bureaucracy, transparency, and ensure certainty in services (Dila, 2019).

In terms of public service issues, it is quite complex, the variables are very broad, efforts to improve the bureaucracy as a public service, including efforts to instill ethics as the main value in public service, require a long time and are followed by the willingness of officials to change their attitude and behavior orientation to the right. the direction that is more concerned with improving service to the community, for this reason, according to Mertins Jr., four things must be used as guidelines, namely: Equality, equal treatment of the services provided. Equity, fair treatment (Tasyah *et al.*, 2021). The condition of a pluralistic society sometimes requires fair and equal treatment, sometimes fair but not equal treatment is needed for certain people. Loyalty is loyalty given to the constitution, laws, leaders, subordinates, and colleagues. And Responsibility, every government official must be ready to accept responsibility for the tasks given and the results achieved (Bisri and Asmoro, 2019).

B. *E-Government in Public Service*

The basic goal of e-government itself was made by several countries to improve the quality of public services and improve relations between the government and stakeholders, both the general public, businesses, civil servants, and between government internal organizations more simply, e-government can be interpreted all activities carried out by the Government that uses information technology assistance in providing excellent service to the community (Ramadhan, 2019). In addition, the benefits generated from e-Government will be able to prevent acts of corruption and increase the function of transparency, convenience, increased growth, and reduced costs (Pratama and Malikhah, 2021). And in terms of other benefits obtained after implementing an e-Government-based service system, the government can increase the effectiveness and transparency of services for the creation of good governance (Irawan, 2018). In e-Government, support, capacity, and value are needed to improve the quality of public services in a technology-based government system (Gioh, 2021).

III. METHOD

This study uses a qualitative descriptive research method with analysis of public service mall websites and literature studies. Sources of data were obtained from literature studies of journals relevant to the research topic, data relevant to the research topic, and websites relevant to the research topic, especially the Public Service Mall website. The focus of this research is to find out how the implementation of e-Government policies in the city of Banda Aceh uses e-Government policy indicators, namely Complete, Primary, Timely, Accessible. The flow of this research is to identify research objectives, then conduct a literature study on related journals, then conduct research on public service mall websites based on e-government policy indicators, see whether the government policy implementation program has been effective for visitors. Furthermore, a reduction is made to the results of observations and conclusions.

IV. RESULTS AND DISCUSSION

A. *Service Effectiveness at the Banda Aceh City Public Service Mall*

The main principle in public service is effective service so that all community interests can be accommodated and fulfilled optimally. Formation of MPP is one way to realize bureaucratic reform with acceleration, service accuracy, and work flexibility. Effectiveness is a measure of the success or failure of an organization in achieving its goals. So that an organization or institution can be said to be effective if the process of its activities reaches the final goal of the policy. Thus, a public service mall can be said to be effective if it has succeeded in accommodating and fulfilling community needs in licensing and non-licensing services.

Mall public service in Banda Aceh City is a new thing for the people of Banda Aceh City. This is an innovation made by the City Government of Banda Aceh in keeping up with the times. In addition, MPP Banda Aceh City is an increase in the effectiveness of public services. Regarding the profile of the Banda Aceh City Public Service Mall located at Pasar Aceh Building Floor 3, Jl. Deponegoro City of Banda Aceh. In terms of location, the Aceh Market is a shopping center for the City of Banda Aceh. The following Table I is a list of agencies in the Banda Aceh City Public Service Mall:

TABLE I. LIST OF TYPES OF PUBLIC SERVICE MALL AGENCIES IN BANDA ACEH CITY

No	Agency
1	Department of Investment and the One Stop Service of Banda Aceh City
2	Baitul Mal, Banda Aceh City
3	Department of Environment, Cleanliness and Beauty of the City of Banda Aceh City
4	Department of Public Works and Spatial Planning of Banda Aceh City
5	Department of Population and Civil Registration of Banda Aceh City
6	Local Water Company Tirta Daroy
7	Department of Housing and Residential Areas of Banda Aceh City
8	Banda Aceh District Attorney
9	One-Stop Single Administration System of Banda Aceh City
10	Banda Aceh Class I Immigration Office
11	PT. State Electricity Company (Persero)
12	Institution of Social Security Employment
13	Health Social Security Organizing Agency
14	Banda Aceh City Land Office (ATR/BPN)
15	Ministry of Religion of Banda Aceh City
16	Department of Investment and the One Stop Service of Aceh Province
17	Police of Banda Aceh City
18	PT. Pos Indonesia (Persero)
19	PT. Civil Servant Savings and Insurance (Persero)

20	Primary Tax Service Office of Banda Aceh City
21	PT. Microfinance Institution of Mahirah Muamallah
22	Banda Aceh City District Court
23	Gapkaindo Association
24	National Food and Drug Agency
25	PT. Bank of Aceh

Source: Web. Public Service Mall Banda Aceh City

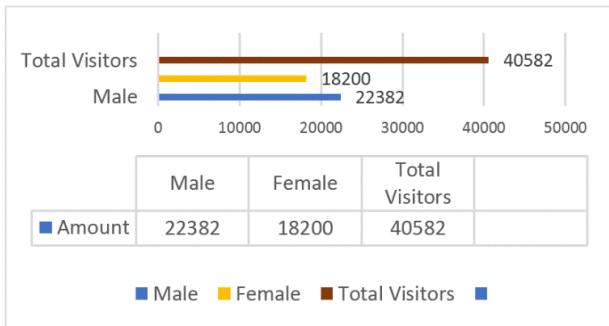
From the agencies in the table above have the responsibility to provide services in the form of licensing and non-licensing, of course, this is done to make it easier for the public to make payments. Regarding the Performance Mechanism of the Public Service Mall from the beginning. The Banda Aceh City Government Design Appointed Investment Service and One-Stop Integrated Services as the coordinator of the Banda Aceh City Public Service Mall.

The preparation for Public Service Malls in facing the 4.0 era is to create an official website, the website can be visited at <http://mpp.bandaacehkota.go.id/>. This website is the center of the information provided by the Banda Aceh City Public Service Mall, some of the information that can be accessed includes profiles, organizational structure, vision and mission, the background of the Public Service Mall, types of services provided, what is the standard time for the service needed, requirements needed, service flow, data, and others. This information is of course very much needed for the people of Banda Aceh City who want to get services, for example, seen from the inefficiency of the services provided, such as many people from the city of Probolinggo who want to get services but do not know what requirements are needed to get these services, so that the people of Banda Aceh City have to go directly to the office in question and ask what files are needed to get these services so that the people of Banda Aceh City have to come back and complete these files. The existence of this website helps in providing this information, the people of the city of Banda Aceh who want to get services only need to open the website in the Types and Licensing Requirements section. Inside there are files that must be completed before the files are given to the employee concerned, this is to increase community effectiveness in terms of time, cost, and so on. The existence of this website helps in providing this information, the people of the city of Banda Aceh who want to get services only need to open the website in the Types and Licensing Requirements section. Inside there are files that must be completed before the files are given to the employee concerned, this is to increase community effectiveness in terms of time, cost, and so on. The existence of this website helps in providing this information, the people of the city of Banda Aceh who want to get services only need to open the website in the Types and Licensing Requirements section. Inside there are files that must be completed before the files are given to the employee concerned, this is to increase community effectiveness in terms of time, cost, and so on.



Source: Web. Public Service Mall Banda Aceh City; <http://mpp.bandaacehkota.go.id/>

Fig. 1. Diagram of the public service mall visits in 2021.



Source: Web. Public Service Mall Banda Aceh City; <http://mpp.bandaacehkota.go.id/>

Fig. 2. Diagram of men and women’s visits to public services in Banda Aceh City of 2021.

In Fig. 1 and 2 Diagram of Public Service Mall Visits for the City of Banda Aceh in 2021 and Diagram of Visits for Men and Women for Public Services Mall for the City of Banda Aceh in 2021, there is a steady increase in each month, but it is more likely to increase in visitors at the end of the year for administration each.

TABLE II. LIST OF THE NUMBER OF VISITORS FOR EACH AGENCY AT THE PUBLIC SERVICE MALL BANDA ACEH CITY

No	Agency	Visitors
1	Department of Investment and the One Stop Service of Banda Aceh City	7950
2	Baitul Mall, Banda Aceh City	61
3	Department of Environment, Cleanliness and Beauty of the City of Banda Aceh City	1506
4	Department of Public Works and Spatial Planning of Banda Aceh City	789
5	Department of Population and Civil Registration of Banda Aceh City	6352
6	Local Water Company Tirta Daroy	1623
7	Department of Housing and Residential Areas of Banda Aceh City	94
8	Banda Aceh District Attorney	2415
9	One-Stop Single Administration System of Banda Aceh City	6180
10	Banda Aceh Class I Immigration Office	183
11	PT. State Electricity Company (Persero)	273
12	Institution of Social Security Employment	231
13	Health Social Security Organizing Agency	3319
14	Banda Aceh City Land Office (ATR/BPN)	310
15	Ministry of Religion of Banda Aceh City	126

16	Department of Investment and the One Stop Service of Aceh Province	96
17	Police of Banda Aceh City	416
18	PT. Pos Indonesia (Persero)	920
19	PT. Civil Servant Savings and Insurance (Persero)	892
20	Primary Tax Service Office of Banda Aceh City	787
21	PT. Microfinance Institution Of Mahirah Muamallah	2085
22	Banda Aceh City District Court	186
23	Gapkaindo Association	111
24	National Food and Drug Agency	28
25	PT. Bank of Aceh	2327
Amount		40582

Source: Web. Public Service Mall Banda Aceh City

And in Table II, List of the number of visitors in each agency at Public Service Mall Banda Aceh City in 2021 the most visitors are Department of Investment and the One Stop Service, Department of Population and Civil Registration, One-Stop Single Administration System. And the lowest number of visitors to National Food and Drug Agency, Baitul Mal, Department of Housing and Residential Areas.

The most important public service principle is effectiveness in public service, every public service innovation is aimed at serving the community so that all community interests can be properly accommodated or fulfilled. To realize effective public services is not easy, because within the scope of the organization it has its meaning in realizing service effectiveness. Richard M. Streers suggests that the best way to research effectiveness is by simultaneously paying attention to three concepts, first, understanding the optimization of objectives. This Public Service Mall does not take long to serve the community, there is a website that simplifies the service process, and the website is managed by each related agency.

The existence of this Public Service Mall makes service to the community easier and the existence of this Public Service Mall is an indicator of its success in achieving its target, where the community is happy with this one-stop service because the process is easier and the service process is supported by service innovations that continue to grow. The Public Service Mall is used for services, seen from visitors who submit their interests, it shows that with this Public Service Mall, it is easier for the community to process their interests.

However, community services, even though a website has been provided, cannot upload files online, so the website provided can only be used to prove dance along with information related to services for file management, which must still be carried out offline. Supporting factors for the implementation of electronic services through the Banda Aceh City Public Service Mall, namely; The government is also helping with infrastructure development to accelerate internet networks in public facilities. The government also supports the implementation of e-government at the Banda Aceh City Public Service Mall by issuing an innovative website to make it easier for the public to access public services. But

unfortunately, in socialization is still considered lacking because there are still many people who do not know.

The effectiveness of public services is said to be good if the service to the community, the community is satisfied with good service. Existing innovations are well managed by the bureaucracy so that it facilitates the service process and the community understands sophisticated technology-based services, if the government creates good service innovations, but the community is unable to operate these innovations then it is useless, so to understand this the government must organize training or seminars related to innovation conducted by the government.

V. CONCLUSION

After going through research and gathering information, the concept of good governance was implemented in e-government policies which were later realized by the establishment of the Banda Aceh City Public Service Mall which provides public services in both the form of licensing and non-licensing. In terms of legal certainty, responsiveness, equality and justice, effectiveness and efficiency, accountability, decentralization, and partnerships with the private sector and the community, it is considered quite good. This public service mall is a service facility for the community in facilitating services. Service innovation is always carried out by the local government, especially in the Probolinggo area, the government innovates by establishing a public service mall to serve as a one-stop service, DPMPTSP (One-Stop Investment and Integrated Services Service), the existence of DPMPTSP can make it easier to serve the community and facilitate administrative processes both in government and in society. However, public services, even though a website has been provided, cannot upload files online, so the website provided can only prove information related to services for managing files, but must be carried out offline. Supporting factors for the implementation of electronic services through the Banda Aceh City Public Service Mall, namely; The government is also helping with infrastructure development to accelerate internet networks in public facilities. The government also supports the implementation of e-government at the Banda Aceh City Public Service Mall by issuing an innovative website to make it easier for the public to access public services.

CONFLICT OF INTEREST

The authors declare no conflict of interest.

AUTHOR CONTRIBUTIONS

Chaidir Ali conducted research and analysis; Achmad Nurmandi helped review the article until it was final; Misran made several article titles to be researched and made abstracts; Dimas Subekti reviewed the writing of the article until the final; all authors had approved the final version.

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