

## DEVELOPMENT OF E-KELURAHAN SERVICES IN DARAT SEKIP SUB DISTRICT, PONTIANAK CITY

**Author :**

Ayu Widowati Johannes<sup>1</sup>, Oklin Riinan Winowoda<sup>2</sup>,  
Valentino Christ Vowell Van Bayu<sup>3</sup>

**Affiliation :**

Institut Pemerintahan Dalam Negeri, Indonesia<sup>1,2,3</sup>

**e-Mail :**

[ayuwidowati@ipdn.ac.id](mailto:ayuwidowati@ipdn.ac.id)<sup>1</sup>, [oklinwinowoda@gmail.com](mailto:oklinwinowoda@gmail.com)<sup>2</sup> [28.0855@ipdn.ac.id](mailto:28.0855@ipdn.ac.id)<sup>3</sup>

**Abstrak**

*This study aims to analyze the development of E-kelurahan services at Darat Sekip Sub District Pontianak City by using qualitative descriptive analysis of sub district services using electronic access. This research is studied using the concept of sub district functions which are analyzed from various aspects, such as interface, navigation, content, reliability and technical. The results show that the benefits of implementing the e-kelurahan application can be implemented well with the support of state civil servants in Darat Sekip sub district who are able and understand the use of the e-kelurahan application, although there are still obstacles that must be corrected immediately to be better.*

Keyword : e-kelurahan, Darat Sekip Sub Distrik, e-government, public services

### PRELIMINARY

The public service sector is one of the sectors that is prone to extortion (extortion), according to data from the *Satber Pungli* Task Force in a period of 10 months, there were 1,002 cases of hand arrest. Generally, services in Indonesia are still traditional (paper base) / manual, good on paper, slow, uncertain, discriminatory, extortionate and unfriendly by disabling.

Bureaucratic Reform is an effort made by the government to change the government administration system for the better, especially aspects related to the delivery of public services, the poor quality of public services can be seen from three main problems (Keefer & Khemani, 2005. Khemani, 2013. Nutley, Walter & Davies, 2007), which is as follows :

1. Only a small part of agencies are required to provides services that have clear procedures.
2. The number of responsible agencies and service providers who do not have clear procedures in providing services.
3. There are not many changes over the years which indicate that there is no good monitoring, evaluation and planning system carried out by the responsible agencies and public service providers.

The Pontianak City Government since 2016 has continued to be committed to improving services to the community and creating Pontianak City as one of the cities in Indonesia that seeks to implement the Smart City concept. One of them is by launching the *E-Kelurahan* application.

*E-Kelurahan* is a form of e-government implementation at the sub-district (Simangungsong, 2008) level. *E-Kelurahan* is an application that serves the public in getting correspondence services. People do not need to come to the sub-district office to get the service they want, just access the *e-kelurahan* through the website [www.e-pemerintahan.com](http://www.e-pemerintahan.com) using the internet network, do not need to pay duplication fees, people can check the status of the letter they want and come to the sub-district office if the letter has been completed.

There will be no more drama going back and forth to the sub-district office because the files are incomplete or waiting for sub-district officials who are not at the place of duty, because the sub-district head can approve public letters anywhere and anytime via a smartphone.

In the implementation of *e-kelurahan*, of course, there are many obstacles, including how to carry out socialization to the community, because not all people are technologically literate. For some people, the implementation of this *e-kelurahan* is confusing and difficult, so that people prefer “old school” services by coming directly and getting services manually. Problems with internet network availability, server disturbances and the readiness of urban sub-district officials to operate this application are also obstacles that must be faced by the Pontianak City Government.

In the implementation of *e-kelurahan*, of course, there are many obstacles, including how to carry out socialization to the community, because not all people are technologically literate. For some people, the implementation of this *e-kelurahan* is confusing and difficult, so that people prefer “old school” services by coming directly and getting services manually. Problems with internet network availability, server disturbances and the readiness of urban sub-district officials to operate this application are also obstacles that must be faced by the Pontianak City Government.

The Covid 19 that is endemic in Indonesia actually has a positive influence on e-government based services. People who usually have to come directly to the village office to get services, are now forced to deal with technology. So that innovations have been designed by the government to facilitate services to the community can run optimally

This study aims to determine how the implementation of *e-kelurahan* in Darat Sekip Sub District, Pontianak City.

## **METHOD**

This study uses a qualitative method with a descriptive approach. The data taken directly from the information through key informants in a purposive manner related to the research topic by conducting interviews and field observations. Secondary data is taken through books and documents related to the research topic. In this study, the Head of Sekip Darat Sub-district acted as the Key Informant, a number of echelon IVb officials in Darat Sekip Sub-district and the people of Darat Sekip Sub-district.

## **RESULTS AND DISCUSSION**

Service is any action or activity that can be offered by one party to another, which is basically intangible and does not result in any ownership (Kotler, 2008). Service is a word that for service providers is something that must be done well (Zein, 2009) then service also means any profitable activity in a group or unit, and offers satisfaction even though the results are not tied to a product physically (Sinambela, 2008 ). From the three opinions above, it means

that the government as a service provider to the community must do its best so that people can feel inner satisfaction from the services received.

Republic of Indonesia Law Number 25 of 2009 concerning public services explains that public services are activities in order to fulfill service needs in accordance with statutory regulations for every citizen and resident for goods, services or administrative services provided by public service providers.

Providing good public services to the community is one of the main tasks in running the government. Therefore, the position of government officials in providing public services is very crucial because it can be measured how well the government is able to provide the best possible service to the people it leads. Thus it can be seen how the state plays a role to be present in every aspect of people's lives.

In providing government services, it is also necessary to set public service standards. The aim is to encourage the compilation of service guidelines in each service unit so that service delivery can run well, so that it is hoped that the quality of public services in all government sectors will increase.

Increasing the quality of public services, of course, cannot be separated from the capabilities of the government apparatus. The word ability has many meanings, Jhonson in (Basron Bahtiar, 2019) argues that ability is rational behavior to achieve the required goals according to the expected conditions.

The ability of the government apparatus is actually inseparable from the discussion of the maturity level of the apparatus which is obtained from education and experience (Steers in Rasyid, 1992). This means that to be able to run the *e-kelurahan* application, *kelurahan* officials must gain experience through education and training.

*E-Kelurahan* is an application that integrates various types of population services with the aim of making it easier for people to obtain population services. *E-kelurahan* itself is one of the applications of e-government in public services.

There are three factors that influence realizing e-government (Rianto and Tri Lestari, 2012), namely:

### 1. Hardware and Software

The application of information and communication technology cannot be separated from the resource requirements of computer hardware (hardware). An e-government application requires a LAN (Local Area Networking) network, which is a network using cables that are usually used internally, and a WAN (Wide Area Networking), which is a wireless network that is usually used to connect between agencies. Or even a global network (internet) which usually requires many computers such as database servers, application servers, proxy servers, firewall servers, email servers, domain servers, and so on.

### 2. Human Resources (SDM)

Human Resources (HR) is one of the resources contained in the organization, including all people who carry out activities. The availability of human resources needed is information and communication technology specialists which include network administrator programs, operators and other personnel, both in terms of quantity and quality must be sufficient. Preparing human resources who have the ability to operate Information Technology is the homework of every local government. Making changes to the attitudes and behavior of government officials and educating the public has various influencing factors. The thought patterns and behaviors that have been formed need time and consistency to change.

### 3. Communication

When the Pontianak City Government makes an *e-keurahan* application, it is obligatory to carry out an understanding until every government apparatus in Pontianak City understands their respective duties and functions. This communication process can be done through orders, directions and explanations through coordination meetings, socialization, dissemination, training or other forms of meetings. The goal is to form a shared perception between policy makers and implementers in the field.

The function of an *e-kelurahan* application must also be measured from various aspects, including: interface (display), navigation (instructions), content (content), reality (reality), technical (technical)

Interface, the interface dimension is a dimension that discusses how to design the graphics on the website. Good website display graphics will make users feel comfortable in operating the application or website. Darat Sekip's *e-kelurahan* application interface can be categorized as good, this is due to the application's graphic design being able to place service menu content in strategic places, such as the main menu content which contains outgoing mail links, incoming mail, archives, citizens, data, calendars and agendas. , and reports have been placed in the application section, so that if the application user wants to open the link they can easily do it.

The main menu display of the *e-kelurahan* application contains various types of information including data on the average number of letters made each month and each year, then data about the process of the letter being made, where in this case we can see that there is already a follow-up letter process stage. whether it has been completed or is still in the manufacturing process. In addition, there is also a help support menu, which functions as a means of communication between networks in the urban sub-district to the central server network, usually used to help application users when experiencing operational problems.



**Picture 1 E-Kelurahan Initial View**

Source: Processed by researchers, 2021

The interface in the *e-kelurahan* application, especially from its graphic design, is good in providing data information, but it should be noted that there are still no foreign language option services such as English. Furthermore, the thing to note is the content of the user menu or user. Application users have not been able to create a complete profile like those found in various social networking applications.

Navigation, the *e-kelurahan* application is designed in such a way as to facilitate the work of state civil servants in serving the community in carrying out their duties of providing services to the community. A navigation design that is simple, attractive and easy to use will attract someone to use this application.

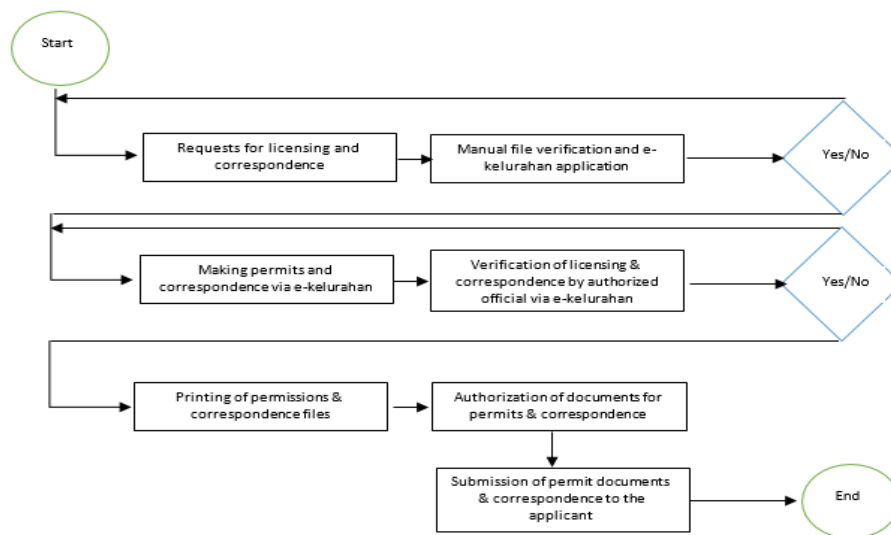
Users of the *e-kelurahan* application are quite easy, because the menu content contained in the application is not too much, making operation less complicated. Overall this application contains information data about services to citizens, government agendas and links that will help users to serve the community in making permits and correspondence. This application also has a search engine to make it easier for users to find data.



**Picture 2 Outgoing Mail Menu Display**  
Source: Processed by researchers, 2021

People who will use this application must log in by entering their user name and password and the captcha code into the fields available on the website. However, it is very unfortunate that in its development the *e-kelurahan* application in Darat Sekip Sub-district can only be accessed by state civil servants who are assigned to the *kelurahan*. So, not everyone can access and use this application, so the main purpose of making this application is to make it easier for people to get services that are easier not in accordance with expectations.

The virtue and advantage of this *e-kelurahan* application is that it can make it easier for users to carry out public services, especially in terms of carrying out licensing and correspondence services. The service procedure is carried out the same as when the community manages permits and correspondence manually, but through this application everything is done through a digitization process



**Picture 3 Process Flow of Licensing and Correspondence in the *E-Kelurahan* Application**

Source: Processed by researchers, 2021

When the community as an applicant wants to submit a permit or correspondence, the applicant must prepare complete requirements according to the provisions. Furthermore, the state civil apparatus as an administrator officer will verify manually and through the *e-kelurahan* application the completeness of these requirements. If the requirements are



declared complete, then the request for permission or correspondence can be processed to the next stage.

However, if the requirements submitted are incomplete, the public will be given the opportunity to complete these requirements so that the application file can be processed. The administrator will input the required data through the available online application, stored and sent to the leader to verify and give authorization (signature). The party that gives approval can be the head of the community empowerment section, the head of the government section, the secretary of the sub-district head and the sub-district head according to the type of permit and correspondence submitted by the applicant.

After obtaining approval from the head of the *kelurahan* agency, a permit or correspondence letter can be printed to obtain validation as proof that the permit or correspondence is valid and can be submitted to the applicant.

Content, the *e-kelurahan* application provides several services that can be used to serve the community. Each service content menu has a different function and role. Like the contents of the outgoing mail menu, it has several types of services that can be used to carry out various services and correspondence such as registration letters, domicile certificates, incapacity certificates, general certificates, birth certificates, death certificates, cover letters, other general letters. In addition, the *e-kelurahan* application also provides services for making internal letters, namely in the form of official script documents, then letters specifically intended for heads of sections of government and heads of sections of community empowerment.

The *e-kelurahan* application also has incoming mail content. Incoming letters contain various types of online letters sent from various regional apparatus organizations to the Sekip Darat Sub-district. In the archive menu content, store various types of licenses and correspondence that have been submitted using the *e-kelurahan* application. If the community concerned has not been registered as a resident of Darat Sekip Sub-district, then Darat Sekip Sub-district cannot provide services to the community in question. This is done to create an orderly government administration. However, if there is a data error between the applicant's data in the population database, the administrator can manually input the data

which is the data menu content as a precautionary measure. In plain view it may look complicated and confusing but by itself the government can easily monitor the demographic situation of every citizen so that it can minimize all acts of fraud.

**Table 1 Type of E-Kelurahan Application Service on Outgoing Mail Menu**

<b>Registrasi</b>	<b>Surat</b>	<b>Surat</b>	<b>Surat Keterangan</b>	<b>SK</b>	
<b>Surat</b>	<b>Keterangan</b>	<b>Keterangan</b>			<b>Kelahiran</b>
	<b>Domisili</b>	<b>Tidak</b>			
		<b>Mampu</b>			
<b>1.</b> Pindah Datang	1. SK Domisili	1. SKTM Listrik	1. SK Miskin	1. SK Serbaguna	1. Surat at
<b>2.</b> Pindah Keluar	Perusahaan	2. SKTM Gugat	Memiliki Rumah	a (tanpa pengantar SP,RT,	keterangan lahir
<b>3.</b> Pensiunan	2. SK Domisili	Cerai	3. SK Kelakuan Baik	RW)	kurang dari 60
<b>4.</b> Pertanahan	Koperasi	3. SKTM PBB	4. SK Belum Menikah	2. SK orang yang sama	hari
<b>5.</b> Pemberitahuan Tetangga Untuk IMB	3. SK Domisili	PMKS	5. SK Usaha	3. SK janda/du	2. Surat at
<b>6.</b> Permohonan KTP	Ormas, LSM,	Pendidikan	6. SK Untuk Menikah	4. SK Biodata	keterangan lahir
<b>7.</b> Permohonan KK	Yayasan	6. SKTM Kesehatan	7. SK Biodata Kependudukan	4. SK Pendataan penduduk	lebih dari 60
<b>8.</b> Surat Pernyataan Domisili	Keterangan Domisili Penduduk	7. SKTM Pemakaman	8. SKTM Serba Guna	5. SK musiman	3. hari

5. SK					
Pengusaan tanah					
SK Kematian	Surat Pengantar	Umum	Surat Internal	Kasie Pemberdayaan Masyarakat	
SK kematian kurang dari 30 hari	Surat pengantar numpang akad	Surat Kuasa TASPEN Surat jaminan	Surat undangan Surat laporan warga	SK belum menikah SK domisili organisasi,	SK rekomendasi nikah capil
SK kematian lebih dari 30 hari	Surat pengantar cerai	NAPI Forum permohonan KIPEM	Surat pengantar Surat laporan pandangan mata	yayasan, LSM, perusahaan, kantor	SK tidak mampu pengantar cerai
Surat pernyataan ahli waris Bagian silsilah ahli waris	Surat pengantar serba guna Surat pengantar izin keramaian Surat pengantar keterangan penghasilan	Surat pernyataan penampung		SK domisili usaha SK janda/duda SK pengajuan kredit SK penghasilan	Surat pengantar nikah N1, N2, N4 dan N6

Source: Processed by researchers, 2021

The *e-kelurahan* application provides historical menu content, the content of this menu is a report containing demographic and demographic data for residents of Darat Sekip Sub-district, to make it easier to record various activities that must be done manually, the *e-kelurahan* application also provides agenda menu content. The content of this menu works almost the same as the applications found on smartphones, the difference is that this application is only intended for government organizations and has been integrated with the *e-kelurahan* application. So with the agenda menu, all government activities can be monitored online by various parties. This is done to create public transparency.



**Picture 4 Initial Display After Login**

Source: Processed by researchers, 2021

Reliability, in operating the *e-kelurahan* application as a whole, *Kelurahan Darat Sekip* must have various supporting aspects so that the *e-kelurahan* data application is operated properly. Some of the supporting aspects that are owned include hardware, software and human resources.

**Table 2 ASN Data for Darat Sekip Sub-district**

No	Jabatan	Pangkat/Gol	Jenis Kelamin	Pendidikan Terakhir
1	Lurah	Penata Muda Tkt.1/IIIb	Laki-laki	S1 Ilmu Pemerintahan

2	Sekretaris Lurah	Penata Muda Tkt.1/IIIb	Perempuan	S1 Kebijakan Pemerintahan
3	Kasie Pemerintahan Umum	Penata Muda Tkt.1/IIIb	Laki-laki	S1 Ilmu Sosial
4	Kasie Pemberdayaan Masyarakat	Penata Muda Tkt.1/IIIb	Perempuan	S2 Ekonomi Terapan
5	Pengelola Pemberdayaan Masyarakat	Penata Muda/IIIa	Laki-laki	D-III Akuntansi
6	Pengelola Perbendaharaan dan Pelayanan	Penata Muda/IIIa	Perempuan	D-III Manajemen Informatika dan Komputer
7	Pengadministrasi Umum	Pengatur Tkt. I/IIb	Perempuan	Sekolah Menengah Atas

Source: Processed by researchers, 2021

Darat Sekip Sub District is supported by computers and internet networks to support the implementation of daily tasks. The location of the area in the shopping center sometimes makes the number of people who come to the sub-district head office relatively few, this is because generally people only use shops and markets as business activities, while for their homes they generally live outside the area of Darat Sekip Sub District.

Darat Sekip Sub District is supported by officials who are fairly reliable in carrying out their duties and responsibilities, this is due to the level of education and competence they have to be able to use computers. However, they still need to be guided and their skills renewed.

In the implementation of Bhakti Karya Praja which was held in March 2021, the author had the opportunity to provide training to *e-kelurahan* administrators to update *e-kelurahan* management skills as a form of community service, because training for *e-kelurahan* operators was only held once in 2016.

Technical, to access the *e-kelurahan* application, users can open it via the e-kelurahan website then choose the *e-kelurahan* link, then select the sub-district name menu, then the user is required to log in to be able to enter the *e-kelurahan* application, by entering the username and the password and captcha code that has been determined. Every assigned sub-district employee can access the *e-kelurahan* application even though the person concerned is not in the office.

The public can also check the status of the letter and verify the letter. Simply enter the ID of the Location of the Letter and the Receipt Code from the printed receipt of the letter that has been given. A letter that has been signed can be checked for validity through the verification menu, just enter the barcode code number on the letter.



**Picture 6 Menu Check Mail Status**

Source: Processed by researchers, 2021



**Picture 7 Menu Check Verification Letter**

Source: Processed by researchers, 2021

## CONCLUSION

Based on the above discussion, it can be concluded that the development and implementation of the *e-kelurahan* application in Darat Sekip Sub Distric has been running effectively. This is supported by the apparatus in Darat Sekip Sub Distric having sufficient ability to operate this application. Some of the content of services and licensing is somewhat underutilized because Darat Sekip Sub Distric is a trading location which is only busy in the morning to evening, generally shop and kiosk owners have a domicile address outside the *kelurahan*.

The content of official manuscripts is also rarely used, because the state civil servants who work in this Sub District are more comfortable writing typed letters and delivering them to the relevant agencies.

The weakness of this application that needs to be developed is the role of the community, meaning that people must be able to access this application themselves through their respective smartphones, input data, check letter status, check letter verification and can be printed themselves as needed. So that it can provide facilities for both the government as a service provider and for the people being served.

Maybe someday the Pontianak City Government can develop the E-Kelurahan application by adding features of public complaints against the administration of government so that there is an increase in the quality of public services to build public trust in the implementation of public services.

## ACKNOWLEDGMENT

Our infinite gratitude goes to the Pontianak City Government, especially the Darat Sekip Sub-district Government for accepting us to carry out Bhakti Karya Praja IPDN. May Allah give grace and health to all of us, hopefully this article can contribute to the development of public services innovations in Darat Sekip Sub-district and the Pontianak City Government.

## BIBLIOGRAPHY

- Achmad, Zein. 2009. Aplikasi Pemasaran dan Salesmanship. Jakarta: Mitra Wacana Media.
- Keefer, P., & Khemani, S. 2005. Democracy, public expenditures, and the poor : understanding political incentives for providing public services. The world Bank Research Observer
- Khemani, S. 2013. Buying Votes vs Supplying Public Sevices : Political Incentives to Under-Invest in Pro-poor Policies. The World Bank.
- Kotler, Philip. 2008. Manajemen Pemasaran Edisi 12 Jilid 2. Jakarta: Indeks
- Lukman Sampara, Suwanda Dadang, Santoso Yudi. 2021. Penyusunan Standar Pelayanan Publik. Bandung : PT Remaja Rosdakarya
- Rasyid, M. 1992. Pembangunan Kualitas dan Usaha-Usaha Peningkatan Aparatur Pemerintah. Universitas Tadulako Palu
- Rianto, Budi. Ec .L. Tri Lestari. 2012. Polri & Aplikasi E-Governmnet dalam Pelayanan Publik. Surabaya. CV. Putra Media Nusantara (PMN).
- Merwe, Rian van der dan Bekker, James. 2003. A Framework and Methodology for Evaluating E-Commerce Websites.
- Ndraha, Taliziduhu. 2000. Ilmu Pemerintahan (Kybernology), Jakarta: Rineka Cipta.
- Nutley, S. M., Walter, I.,& Davies , H. T. O. 2007. Using evidences : How research can inform public services. Policy press.
- Simangunsong, F. and Hutasoit, I. (2018) Consolidation of Administrative Services in Indonesia Study on Formation of Sub-District (Urban Area) in Karawang Regency West Java Province. *Open Journal of Social Sciences*, 6, 131-155.
- Undang-Undang Republik Indonesia Nomor 25 Tahun 2009 tentang Pelayanan Publik.