

Communication in Digital-Based Public Services in Regional Government of West Java Province

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Received: January ,2023
Revised : January ,2023
Accepted: February ,2023
Available Online: March ,2023

Received: Nov 10, 2023
Revised : Jan 8, 2024
Accepted: Feb 25, 2024
Available Online: Jul 09, 2024

Abstract

In digital era, all activities including services to the community certainly use digital media. In addition, the use of digital media is currently the main backbone of communication and change in the economic, social, cultural, and political fields. Therefore, this study aimed to analyze the application of digital-based government communication in public services in West Java Provincial Government, specifically regional government websites and social media, such as Facebook and Twitter. This was based on the dimensions of Content, Services, and Technical Qualities. A qualitative descriptive method was used, and the data analysis was conducted through documentation, observation, in-depth interviews, and social network analysis. The results showed that public services with information and communication technology have been adequately implemented in all West Java Provincial Government agencies. However, there were still several factors that need to be improved, including the discovery of website channels that could not be accessed even though the website is very important in providing official information and communication. In general, the menus that function as information providers were still one-way and have not provided public access to interactive services.

Keywords: government communication; digital; public services

Abstrak

Saat ini pada era digital, hampir dipastikan semua kegiatan pelayanan publik menggunakan media digital, Penggunaan media digital pada saat ini adalah tulang punggung utama komunikasi dan perubahan dalam segala bidang (ekonomi, sosial, budaya, politik). Artikel ini bertujuan untuk menganalisis penerapan komunikasi pemerintahan dalam pelayanan publik berbasis digital di Pemerintah Provinsi Jawa Barat terutama *website* dan media sosial facebook, dan twitter pemerintah daerah berdasarkan dimensi 1. Content Quality (Kualitas Kontent), 2. Service Quality (Kualitas Service) dan 3. Technical Quality (Kualitas Teknis), menggunakan metode deskriptif kualitatif, analisis data penelitian melalui dokumentasi, observasi, wawancara mendalam dan *social network analysis* dapat disimpulkan bahwa pelayanan publik dengan teknologi informasi dan komunikasi secara garis besar telah diterapkan di seluruh instansi Pemerintah Provinsi Jawa Barat dengan baik, namun masih ada beberapa hal yang perlu ditingkatkan yaitu, ditemukan kanal website yang tidak dapat dibuka padahal website tersebut sangat penting dalam memberikan informasi dan komunikasi resmi dari Pemprov Jawa Barat, selain itu secara umum menu-menu yang berfungsi sebagai pemberi informasi sifatnya masih satu arah dan belum memberikan akses pelayanan yang sifatnya interaksi kepada publik.

Kata kunci: komunikasi pemerintahan; digital; pelayanan publik

INTRODUCTION

Digital media is an important factor in human life globally and has an impact on the way people communicate (Sawyer & Chen, 2012). Currently, almost all activities including services to public use digital media, such as shopping, learning, communicating with friends, as well as dealing with government. Digital media including websites, Facebook, Twitter, and YouTube, have experienced a surge in facilitating human communication. Facebook was founded in 2004 and it had about 1.35 billion users in 2014. Meanwhile, Twitter was founded in 2007 and had about 287 million active users in 2014, with over 500 billion tweets, and YouTube had approximately 1 million users monthly (LC Grinvald, 2014). This digital media usage cannot be separated from the evolution of the internet, which is the main backbone of

communication and change in economic, social, cultural, and political fields.

O'Reilly (2005) showed social media is a network platform that allows users to control, create, design, as well as share content and services with public. Meanwhile, Chu (2009) showed social media focused on its users. According to Mayfield (2008), the basic characteristics of social media include participation, openness, discussion, and community. The existence of humans involves communication because it is a daily habit, hence very few people appreciate the importance. Communication only becomes important when there is a crisis, which usually occurs suddenly. Studies on government communication in digital public services have not been widely conducted, and only 50 journal titles have been found

since 2014 as shown in the following diagram:

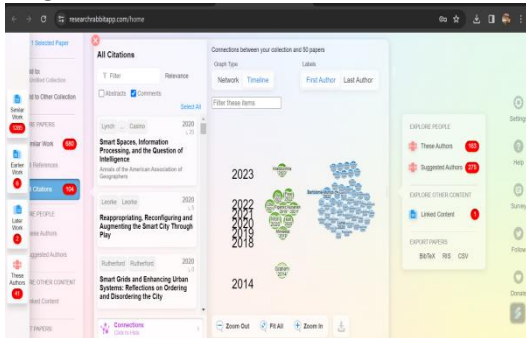


Figure 1. Researchrabbitapp.com timeline

The <https://researchrabbitapp.com/home> tool can show the studies on Digital-Based Government Communication and Public Services which started in 2014. These include Government Communication in Digital Era: The Influence of Social Media on Regional Government Public Relations by Melissa W Graham in Sage Journal, and the final study in 2023 with the title Digital Transformation of Public Life in Russia and Belarus: Dialogue Between Government and Citizens on New Media Platforms written by Aleksandr A. Hradziushka; Olga Y. Vikhrova; Hanna F. Velikaborats in IEEE Journal.

The network of journals that raise the topic of government communication in digital public services is shown as follows

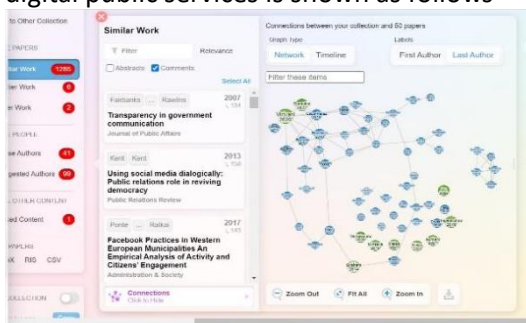


Figure 2. Network researchrabbitapp.com

The <https://researchrabbitapp.com/home> tool can show the relevance of journals that explored government communication in

digital-based public services. Based on the network, there are no similar studies in Indonesia, hence the topic becomes important since (1) digital-based public services are a current need, and (2) public services cannot be provided without government communication.

Rhenald Kasali in the book entitled Disruption (2017) stated that there was a major revolution in society regarding communication. This change is driven by increasingly sophisticated communication technology, and the phenomenon cannot be avoided. Therefore, it cannot be denied that public services provided by government need to adopt information technology. E-Government services are important and an option that cannot be negotiated by all government components, both central and regional. Moreover, it can be interpreted as an internet-based information and public services management system for recording and tracking public information and providing access to public services (Hasibuan, 2002)

The primary aim of regional government adopting e-government is to promote and simplify administration for all levels of society and enhance good governance. The development of e-government is the main choice for both central and regional governments in optimizing improvements in services quality in Indonesia (Rusadi and Rahmadany, 2023) This is an effort to develop electronic-based administration in order to improve the quality of public services. Moreover, e-government is a way to adopt the advantages of communication technology in public services sector. By adopting information technology, it will be easier to provide information and services to citizens, businesses, and other matters. The major delivery models are Government-to-Citizen

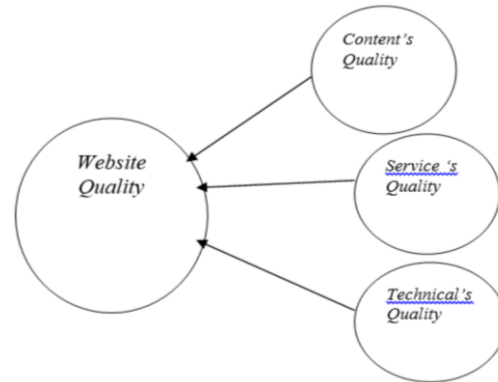
(G2C), Government-to-Business (G2B), and Government-to-Government (G2G). In addition, the most expected benefits from e-government are increased efficiency, convenience, and better accessibility of public services (Alzahrani, 2011)

Presidential Instruction Number 3 of 2003 concerning National Policy and Strategy for E-Government Development is a manifestation of government's seriousness in carrying out its functions by utilizing information technology (IT) infrastructure. Government instructed several agency officials including governors and Regents/Mayors to implement e-government nationally, prepare follow-up plans, coordinate with the State Minister for Communication and Information, as well as carry out instructions through regulations. Several documents related to the implementation of e-government have been published, including (1) Documents containing a blueprint for implementation in regional government, (2) Guidelines for preparing a master plan for e-government institutional development, and (3) Guidelines for developing government portal infrastructure.

Websites are the first step in developing e-government in central and regional governments (Shareef., et al. 2012). Several regional government websites such as DKI Jakarta Province and Surabaya City seem to be quite advanced. This can be observed in services content, which is always up-to-date and contains information. This study examined digital-based government communication in public services in the West Java Provincial Government. Álvaro Rocha (2014) in the article published in the Emerald Journal entitled "Framework for a Global Quality Evaluation of a Website" stated that website quality is determined by three

dimensions, namely Content, Services, and Technical Qualities.

Diagram 1 Rocha Website Dimensions, 2014



Rocha (2014) further showed the first dimension that government needs to address in managing a website is the content quality. Adequate attention should be given to accuracy, completeness, relevance, consistency, coherence, relevancy, syntax, and updating of website content. This should be evaluated frequently by the manager.

In the second dimension, the focus is on the quality of services offered on the website. In this case, several important factors should be considered, namely attributes of security, reliability, privacy, performance, efficiency, accuracy, opportunity, availability, response duration, time-saving, empathy, reputation, and personalization. The third dimension focuses on the technical quality of the website, which includes the quality attributes usually found in software standards, such as ISO/IEC 9126 (ISO/IEC, 2001) and its successor ISO/IEC 25010 (ISO, 2011). Other attributes are navigation maps, paths, search engines, page download times, browser compatibility, broken links, and accessibility.

This study will be used to test the three dimensions in dissecting government communication using websites in the West Java Provincial Government. According to Rocha (2014), when the three dimensions are implemented by government, it will become easier and improve the quality of services to the community. Rocha's (2014) study was conducted in Western countries where government and society are well-established in using information technology. Therefore, this study is expected to explore two factors, namely evaluating information technology-based government communication (websites) within the West Java Provincial Government. The second is to test the three dimensions proposed by Rocha (2014). Currently, all regional governments in Indonesia have adopted information technology in the form of e-government. These efforts can be seen on websites created by regional governments, both city, district, and provincial, totaling 549 (Jawa Post 19 April 2017). Moreover, with the COVID-19 pandemic, regional governments have shifted public services to technological information channels, such as education, health, shopping, social, political, cultural, and more, switching from the real to the virtual world. The terms online (on the network) and offline (outside the network) are known, and COVID-19 is a major disruption that forces all nations to immediately switch to digital world. Revolution 4.0 forced all governments in the world to adopt digitalization in almost all fields.

The latest report from the [Hootsuite-Report-2020-compressed.pdf](#) site shows that in 2020, the human population in the world amounted to 7.75 billion, with details of internet users amounting to 4.54 billion or 59%.

Meanwhile, social media users amounted to 3.80 billion or 49% of the world's total population. For social media users via cell phone, it was 5.19 billion or 67%. Data showed that the population of Indonesia in 2020 was 272 million, with internet users being 175 million or 64%, social media users of 160 million or 59%, and cellphone owners of 338.2 million or 124%. Other interesting data from [Hootsuite-Report2020-compressed.pdf](#) showed that the Indonesian population spent 7 hours 59 minutes a day accessing the internet and using social media for 3 hours 26 minutes.

Presidential Instruction Number 3 of 2003 concerning National Policy and Strategy for E-Government Development is a manifestation of the seriousness to carry out functions through information technology (IT) infrastructure. Several agency officials including governors and Regents/Mayors were instructed to implement e-Government nationally, prepare follow-up plans, coordinate with the State Minister for Communication and Information, as well as carry out instructions effectively. Through this regulation, government issued several documents related to the implementation of e-government, including (1) Documents containing a blueprint for implementation in regional governments, (2) Guidelines for preparing a master plan for e-government institutional development, and (3) Guidelines for developing government portal infrastructure.

Out of the 548 provincial and district/city governments recorded, 543 have official websites. A total of 483 websites can be accessed, while the remaining 60 cannot be accessed for various reasons. This means 88% of provincial and district/city government

already have websites that can be accessed when conducting assessments.

METHOD

This study aimed to analyze the application of government communication in digital-based public services in West Java, specifically regional government websites and social media, as well as Facebook and Twitter. A descriptive qualitative method was used to describe, illustrate, or systematically, factually, and accurately show the facts, characteristics, and relationships between the phenomena investigated (Kim., et al. 2016)

To observe the phenomena, this study used the concept of Website Quality, Rocha, 2014. This concept has three dimensions, namely Content, Services, and Technical Qualities. In addition, the participants were determined using a purposive sampling method.

Table 1 Informant Map

No	Informant	Total
1.	West Java Provincial Government Secretary	1 person
2.	Head of Communication and Information Services	1 person
3.	Head of Section who handles IT and E-Government	1 person
4.	Head of Section who handles IT and E-Government	2 person
5.	Communication and Informatics Department staff who handle IT and E-Government	3 person

6.	Public Relations Department	1 person
7.	People who access Websites and Social Media	-

Secondary data were obtained from literature studies, news, and documents, specifically "Regional Regulations on IT and E-Government within the West Java Provincial Government".

RESULTS AND DISCUSSION

1. Analysis of the West Java Provincial Government Website Portal

The official West Java Provincial Government portal can be accessed through <https://jabarprov.go.id> with a display that can change backgrounds. In the initial appearance of the interface, users will be presented with the jargon "Answering Public Information Needs of West Java Residents" accompanied by an information search access column.



Figure 3. West Java Provincial Government Website

When users search on the website, they will get the latest news containing information about the province, including details on awarding 61 MSMEs actors and the community as well as other regional news. The interface also provides information about superior programs and the most popular programs in West Java Province. Some of the Provincial Featured Programs on the website include (1) West

Java Saber Hoax, (2) One Islamic Boarding School, One Product, and (3) Citarum Harum. Meanwhile, the most popular services are divided into three clusters, namely services for the community, business world, and tourists.

After information on featured programs and popular services, there is quick access to information at the bottom of the website. Eight items sources of information can be accessed directly and quickly, namely Financial reports, Public Services Mall, Check Social Assistance, Food Commodity Price Information, Export Development, Open Data, Saber Extortion, and Public Complaint Report.

2. Website Main Menu

a. West Java News

The main menu of the West Java Provincial Government website is located at the top of the website.

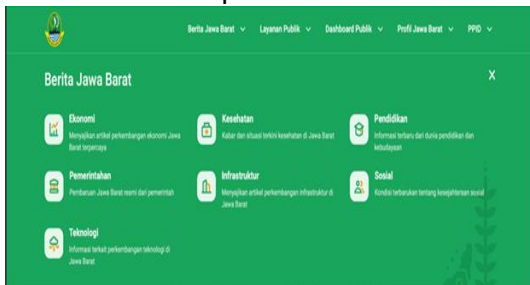


Figure 4. Website Main Menu

When the menu is clicked, information about seven sub-menu items will appear which can be accessed through the page shown in the following Table.

Table 2. List of Sub Menu Displays News at a Glance for West Java Province

NO	ITEMS	DESCRIPTION OF CONTENTS
1	2	3
1	Economy	Contains information on

economic development articles in West Java Province

2	Health	Contains information on news and the latest health situation in West Java
3	Education	Contains educational and cultural update information
4	Government	West Java update officially
5	Infrastructure	Contains information about infrastructure development articles in West Java
6	Social	Contains updated information on social welfare conditions
7	Technology	Contains information on technological developments in West Java

Source: West Java Province Website, 2022

b. Public Services

Items on public services menu can be seen in Figure 6 which consists of eight items.



Figure 5. Public Services Menu

Several items show services that provide space for users to interact. A more detailed explanation of the items on the general services menu can be seen in Table 4.2.

Table 3 List of Sub Menu Displays News at a Glance for West Java Province

NO	ITEMS	DESCRIPTION OF CONTENTS
1	2	3
1	Population and Residence	Contains information about population and residence permits easily
2	Education and Learning	Contains information on government programs for pupils and students
3	Health	Contains information on access to STR and STRK legalization services for Health Workers

in West Java Province

4	Tax	Contains exposure information in West Java
5	Social and Family	Contains information on access to various services for children, women, and the community
6	Employment	Contains job vacancy information
7	(PIKOBAR) West Java COVID-19 Information and Coordination Center.	One-stop communication and information media for handling COVID-19 in West Java
8	Online Licensing	Contains information on online licensing services and management

Source: West Java Province Website, 2022

c. Public Dashboard

Public dashboard menu consists of six items, namely health, population, industry, education, COVID-19 information, and Monthly National Child Immunization (BIAN) information.



Figure 5. Public Dashboard

A more detailed explanation of the items on the general services menu can be seen in Table 4.3.

No	Items	Description
1	2	3
1.	Health	Contains West Java health and Covid-19 information
2.	Population	Contains population information on West Java
3.	Industry	Contains economic information ranging from MSMEs to regional finance
4.	Education	Contains information about education in West Java
5.	Covid-19 Information	Contains information related to the development of Covid19 in West Java
6.	Bian	Contains information related to the National Child Immunization Monthly

d. West Java Profile

As the name suggests, the items on the profile menu contain information about West Java Province which consists of five items:

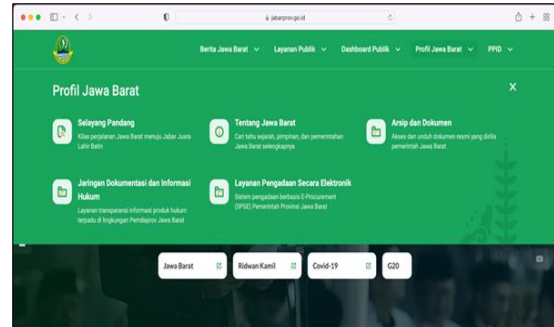


Figure 6. Public Dashboard

The explanation of information per item can be seen in Table 4.4 below:

Table 4 4 Sub Menu (Item) West Java Profile

No	Items	Des
1	2	3
1.	Overview	Contains brief information on the journey of West Java Province towards West Java, the Inner Born Champion
2.	About West Java	Contains information on the history, leadership, and government in West Java
3.	Archives and Documents	Contains access to official document information for West Java Province
4.	Legal Information Documentation Network	Contains information on integrated legal product information services for West Java

5.	Electronic Procurement Services	Contains information on the West Java Provincial Government's E-Procurement (SPSE) based procurement system.
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e. PPID

On the PPID menu, there are at least nine items related to PPID information and those relevant to public requests.

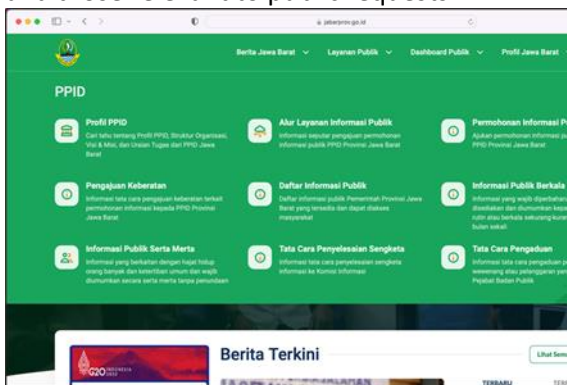


Figure 7. West Java Provincial PPID

The explanation of the items on the PPID menu can be seen in Table 4.5.

Table 5 PPID Sub Menu Table (Items).

No	Items	Des
1	2	3
1.	PPID profile	Contains profile information, information structure, vision and mission, West Java PPID job description
2.	Public Information Services Flow	Contains information on submitting PPID

		public information requests
3.	Public Information Request	Contains information on submitting public information requests to PPID West Java
4.	Filing Objections	Contains information on procedures for submitting objections regarding requests for public information
5.	List of public information	Contains a list of publicly available and accessible information
6.	Periodic public information	Contains regularly updated information
7.	Immediate public information	Contains information related to the needs of many people
8.	Procedures for resolving disputes	Contains information on procedures for resolving information disputes with the Information commission
9.	Complaint Procedures	Contains information on procedures for complaints of abuse of authority or violations committed by public agency officials

4. Analysis of the West Java Provincial Government Facebook Account

The official Facebook account managed by the West Java Provincial Government is <https://www.facebook.com/jabarprov>. The account is well managed with an attractive initial appearance and the tagline "West Java is Champion". There is also information on the official complaint channels including public complaint telephone number (022) 2502898, Twitter, Facebook, SMS, and more.



Figure 8. West Java Provincial Facebook

The number of followers on the Facebook account is 5.6 thousand, which is quite small because the population of West Java Province was around 49.94 million in 2020. Furthermore, the account followed 127 others such as the OPD, Regencies, Cities, and Ministries.

The page is quite active in sharing various information, such as news regarding the earthquake in Cianjur Regency. Also, the information showed is about West Java Governor Ridwan Kamil who will launch digital platform Pisodapur or the Cianjur Earthquake Information and Coordination Center to meet the various logistical needs of residents.

5. SNA Analysis of West Java Provincial Government Twitter Account

The official Twitter address is <https://twitter.com/jabarprovgoid>. This page contains information on Covid-19 Vaccination and the #Ayo5M movement, an initiative to slow the spread of the virus. Furthermore, there is a link to access official information and news from the West Java Provincial Government, the link is jabarprov.go.id | @jabarprovgoid, offline address Street. Taman Sari No. 55 Bandung 40132, Tel/Fax: 022-2502898/022-2511505 email: info@jabarprov.go.id, link [instagram.com/jabarprovgoid](https://www.instagram.com/jabarprovgoid).



Figure 9. West Java Provincial Twitter

The Twitter account has a larger number of followers, namely 27.5 thousand and 748 following compared to Facebook.

Twitter is a social media based on micro-blogging which prioritizes speed in providing information. The users can post pictures and videos by adding narratives, as well as retweet or participate in spreading (forwarding) existing information. Another advantage is that there is a hashtag #, hence it is easy to search for information or topics that are currently discussed, also known as trends.

The contents of the Twitter account are not much different from Facebook, but there is no response to the information shared on the Twitter account. The social media analysis was carried out using Social

that function as information providers are still one-way and do not provide access to interactive services for public.

The contents on the Facebook and Twitter social media are good and informative but have low engagements as shown by the lack of retweets, forwards, and likes. According to researchtoolrabbitapp.com, there are still limited surveys on government communication in digital-based public services, specifically for locus in Indonesia. Therefore, future studies need to explore government communication in digital-based public services.

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