Enhancing E-Government Implementation Through Website Management

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Keywords	ABSTRACT
Effectiveness; Village Website; E-Government.	This study explores the effectiveness of village website management in facilitating e-government implementation within Kebarepan Village, Plumbon District, Cirebon Regency. It assesses four key indicators of program effectiveness: program success, target success, satisfaction with the program, and levels of input and output. Employing a qualitative or naturalistic approach, data were collected through literature review and field study, incorporating observations, interviews, and documentation. Analysis indicates that village website management significantly enhances e-government implementation effectiveness, encompassing program success, target success, satisfaction with the program, and levels of input and output. However, certain obstacles hinder the complete realization of effectiveness. This study enhances comprehension of e-government implementation at the village level and provides insights into addressing existing barriers. The implications of these findings can inform policymakers and practitioners in optimizing e-government effectiveness within village settings.

INTRODUCTION

The world has entered Industrial Era 4.0, marked by widespread internet connectivity and the fusion of computer and internet technologies, enabling the emergence of electronic services (e-Services) (Awotunde et al., 2023; Carrera-Rivera et al., 2022; S. M. Lee & Trimi, 2021; Lytras & Şerban, 2020). This digitalization trend has prompted many countries to adopt e-government systems, facilitating government-citizen interactions through digital platforms such as websites (Gao et al., 2021; Guan et al., 2024; Sarantis et al., 2022; Zhang & Kimathi, 2022). This shift allows governments at all levels to connect with citizens and provide accessible information swiftly.

E-government in Indonesia was initiated based on the Presidential Instruction of the Republic of Indonesia Number 6 of 2001 concerning the Development and Utilization of Telematics in Indonesia to optimize the use of Telematics for community empowerment based on the Policy Framework for the Development and Utilization of Telematics in Indonesia (Budi et al., 2020; Farida et al., 2020; Karunia et al., 2023). The development of e-government in Indonesia is contained in Presidential Instruction Number 03 of 2003 concerning National Policy and Strategy for E-Government Development, considering current conditions.

Local governments are required to provide effective public services to create success under democratic principles, namely from the people, by the people and for the people; each central and local government agency must prepare a strategic plan for the development of E-Government in their respective environments (Azzahra, 2023; Chen et al., 2024; Lee-Geiller, 2024; Tavares & da Cruz, 2020; Umbach & Tkalec, 2022). The strategic plan clearly outlines the scope and objectives of e-government development to be achieved, the current conditions, the strategies and stages of achieving the specified goals, human resource development needs and plans, and investment plans must be required (Adjei-Bamfo et al., 2019; T. Lee et al., 2020; T. (David) Lee et al., 2021; Malodia et al., 2021; Palaco et al., 2019).

To avoid wasting the government budget, the preparation of investment plans must be accompanied by an analysis of the investment feasibility of the resulting socio-economic benefits (Boz & Cay, 2024; Cortés-Cediel et al., 2023; Doucet et al., 2024; H. B. Sharma et al., 2021; R. Sharma et al., 2021).

The implementation of e-government of the local government of Cirebon Regency based on Regional Regulation Number 12 of 2018 concerning the Implementation of Information and Communication Technology-Based Government, in article 7 paragraph (1) to support the implementation of information and communication technology-based government, the Regent through the Regional Apparatus Work Unit which has the authority to carry out regional development planning and the Office to prepare a Master Plane-government which contains standardization and general planning in the implementation of e-government within the Regional Government.

Kebarepan Village, Plumbon District, Cirebon Regency, is one of the villages that has begun to implement the e-government system through the use of village websites as a means of information, transparency of APBDes, village articles and village agendas. Based on statistical data on the number of visitors to the village website, visitors every day reached an average of 142 visitors from a total of 70,982 visitors. Judging from the statistics above, it can be said that Kebarepan villagers are still few who know about the existence of this village website, only about 0.2% every day of the total visitors.

Based on the aforementioned data, it is evident that the implementation of e-government in Kebarepan Village, Plumbon District, Cirebon Regency has not been fully optimized. This is indicated by (1) insufficient socialization regarding the introduction of the village website, (2) several unimplemented functions of the village website, notably the online complaint function, and (3) ineffective management of the village website, including irregular updates of village information such as legal products, APBDes transparency, village articles, and agendas. The onset of the Fourth Industrial Revolution, characterized by significant technological advancements, particularly in internet technologies, has led to the widespread adoption of electronic services (e-Services) globally. This digital transformation has catalyzed the establishment of e-government systems, where governments utilize information and communication technologies to enhance their interactions with citizens (Afieroho et al., 2023; Fan & Pan, 2023; Li & Shang, 2023; Puron-Cid et al., 2022; Tejedo-Romero et al., 2022).

Prior studies have explored various aspects of e-government implementation, shedding light on factors influencing success or failure. For example, research by Guo (2024) delved into the role of socialization in promoting e-government awareness and acceptance among citizens, highlighting its significance in driving engagement. Similarly, studies by Gupta et al. (2019) emphasized the importance of effective website management in enhancing user experience and ensuring the success of e-government initiatives. These findings underscore the relevance of investigating the management practices of village websites in Kebarepan Village, Plumbon District, Cirebon Regency, to identify areas for improvement and address existing challenges.

The proposed research seeks to fill this gap by examining the effectiveness of village website management in facilitating e-government implementation. By analyzing the website management process and identifying obstacles encountered in the implementation process, the study aims to provide insights that can inform policy and practice. Drawing on previous research and building upon it, the study endeavors to offer practical recommendations for enhancing e-government initiatives at the local level. Through empirical investigation and data analysis, the research aims to contribute to the optimization of e-government practices in Kebarepan Village, Plumbon District, and Cirebon Regency, ultimately fostering better governance and citizen engagement.

METHODS

This research uses qualitative descriptive research methods or naturalistic methods to explore information about website management to implement e-government in Kebarepan Village. The object of research includes the management of village websites and the factors that hinder the process.

Research informants consist of key informants, namely the Village Head and Secretary of Kebarepan Village, and supporting informants, namely residents of Kebarepan Village. Data collection techniques include literature studies and field studies using observation, interviews, and documentation. To ensure the validity of the data, this study used triangulation techniques, which utilize other data sources outside the main data to verify and compare information. Data analysis is carried out with descriptive techniques, including data reduction, data presentation, verification, and concluding (Creswell, 2020; Creswell & Poth, 2016). The study was conducted in Kebarepan Village, Plumbon District, Cirebon Regency, with a research duration of six months, from March to August 2022. By using this method, the research can provide a deeper understanding of the effectiveness of village website management in implementing e-government in Kebarepan Village and the factors that influence it.

RESULTS

A new program can be effective if, in the implementation process, existing resources and the efficiency of process stages are utilized as benchmarks for effectiveness. Efficiency is the ratio between output and input, namely the application of new ways to increase productivity. To determine the effectiveness of Kebarepan Village website management, it is necessary to measure the program's effectiveness, which has dimensions and parameters.

In determining the success of a program, careful planning is certainly needed by taking into account existing aspects. Determining the goals to be achieved or what will be produced is the foundation for the implementation of a program or activity. Based on observations and interviews with informants, the main purpose of the village website is to provide information to villagers about the agenda of Kebarepan Village Government activities, the latest information on village articles and APBDes transparency through the portal or website of the Kebarepan Village government in real time anytime and anywhere.

A program certainly cannot be implemented without the intervention of its Human Resources. The performance of village equipment determines that a program can run effectively by utilizing the available time. The performance of the Village Apparatus also determines the success of the program. With clear duties and functions, this determines the extent of the employee's responsibility. Based on the results of observations and interviews conducted by researchers that in the management of this village website where the village website management admin has his main duties and functions as the Head of Planning Affairs, so the management of the website becomes hampered due to the responsibility of the admin as Head of Planning Affairs which certainly prioritizes his main job.

Goals are specific targets that need to be achieved. By setting goals, a program is determined as the first step in forming a framework or planning a program, which further determines the success of the program.

In order to achieve the objectives of a program, there must be clear targets or objectives in order to determine the success of a program. A program is said to be successful if the recipient's needs are met and can be said to fail if there is no feedback from the recipient. Based on the results of observations and interviews conducted with this village website, villagers began to be able to obtain village information easily about the latest village news, although there are still many people who are unfamiliar with the village website.

The introduction of a program to program recipients determines the success of the goals. Citizen participation in village programs is the main thing that needs to be considered in the success of targets that are input to a program. With socialization, the community can learn about the program's existence, which can stimulate program development. Based on observations and interviews conducted by researchers the Village Government has carried out no socialization regarding the village website;

villagers know the existence of the village website only through word of mouth not from official socialization carried out by the Kebarepan Village Government.

A program is created based on the needs of the service recipient. The program is also made to fulfill service recipient satisfaction. In meeting the expectations of program recipients, the right planning foundation is needed.

The management of a program or activity requires a policy basis that is regulated so carefully. With the policy issued, of course, the management process becomes more focused, starting from planning to the evaluation process, which is regulated on the basis of the policy, which also determines the success of the program. The program governance policy also regulates the series of policies, plans, processes, and rules used during program implementation. Based on the results of observations and interviews conducted by researchers, the Kebarepan Village Government does not yet have its own policy basis for determining village website governance so the basis of village website governance policy is still based on the centre, namely following the policy of Cirebon Regent Regulation Number 85 of 2020 concerning Electronic-Based Government System Governance in Cirebon Regency.

A program is made with a specific purpose, one of which is to improve the quality of public services in an area. The success of a program affects the quality of public services if the program is designed for the needs of public service recipients or the community. Based on observations and interviews conducted by researchers the existence of a village website has not influenced or improved the quality of public services in Kebarepan Village because the Kebarepan Village website itself was only created to provide information about the village not for public services.

Utilization of existing resources is one of the inputs needed in implementing and managing the program. This is a supporting factor for the program's success, the achievement of program objectives, and the program's sustainability in the form of outputs produced.

Advice and infrastructure are the main things that support the implementation and implementation process and supporting indicators for the program's success. With adequate facilities and infrastructure, achieving goals is faster because no obstacles slow down the process of achieving goals and the accuracy of program success. Based on observations and interviews conducted by researchers, facilities and infrastructure in managing village websites have supported such as adequate internet networks and computers that support the storage of website databases.

It is not only facilities and infrastructure; the system that is directed in website management is a crucial thing that must be considered in website management. Systems not only concern the operation of networks and databases, they also concern organizing, supervising, developing human resources, and directing. In another sense, the system concerns not only existing facilities and infrastructure but also human resources. Based on observations and interviews conducted by researchers, the website management system based on this central regulation is still not running optimally due to several obstacles regarding the website database system and human resources itself.

CONCLUSION

Based on the study results, it can be concluded that the management of village websites for implementing e-government in Kebarepan Village, Plumbon District, Cirebon Regency, is still ineffective. This is due to the overlapping tasks and functions of village equipment and the website management system not running optimally due to a lack of human resources and system maintenance constraints from the center. Nonetheless, the goals and focus of service recipients have been well defined, and the legal basis underlying the village website has been well implemented. Obstacles in managing village websites include lacking human resources, system constraints from central renewal, and a lack of socialization among villagers. Efforts that have been made to overcome these obstacles include reporting system problems to the center, reactivating admins, and submitting admin training to the Cirebon Regency Government. As a suggestion, it is necessary to place or add employees with clear

duties and functions to overcome overlaps in village website management, more intense socialization to villagers, and expansion of village website functions to improve the quality of public services in Kebarepan Village.

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