

IMPLEMENTATION OF E-SAPAWARGA SYSTEM IN EFFORTS TO IMPROVE GOVERNMENT SERVICES IN SURABAYA

**Fierda Nurany¹, Dinita Sari², Rulita Choirin Febryanti³, Dhellia Febby
Paquita⁴, Tafia Winar Prasita⁵, Avista Sridevi Putri Anarys⁶**

Email: fierdanurany@ubhara.ac.id¹

Faculty of Social and Political Sciences, Universitas Bhayangkara Surabaya

ABSTRACT

The purpose of this study is to describe the use of E-sapawarga in an effort to improve government services in Surabaya. The E-Sapawarga program is run through an application called "Sapawarga". This application is a means to connect the Surabaya City Government with the community which is the target group in implementing the program. Complaints, criticisms and suggestions are facilities offered by the Sapawarga application. The public can freely submit complaints on problems or complaints submitted to the Surabaya City Government through the E-Sapawarga Community. With this application, the public is able to control and supervise the performance of the Surabaya City Government. This study uses the theory of policy implementation. With qualitative descriptive research method. The results show that the implementation of e-government in the city of Surabaya through the E-Sapawarga program has shown good results. E-government in Surabaya is supported by the availability of adequate information technology and knowledge. However, several obstacles have been found in the Sapawarga application, therefore continuous improvement and development of the Sapawarga application and socialization to the public about the application must continue to be carried out to get the best performance from e-greetings.

Keywords: *e-government, e-greetings, greeting applications*

A. INTRODUCTION

There are many e-government innovations initiated by local governments. E-government, or digital government, is a government-run activity that primarily uses information and communication technology to serve society more effectively. E-government is an effort to utilize information and communication technology to improve efficiency and effectiveness, transparency, and government accountability in its services. According to data processed by the Institute of E-Government Waseda University Japan, 2014, Indonesia ranks 7th in ASEAN as one of the countries experiencing rapid development in terms of e-government development (Prihanto 2013). This can be seen from the many cities in Indonesia that are competing to improve the quality of their cities through technological developments. In Indonesia, the development of e-government as an effort to develop electronic-based government is regulated in the 2003 Presidential Regulation of the Republic of Indonesia concerning the National Policy and Strategy for the Development of E-Government.

The implementation of e-government in Indonesia is strongly supported by the availability of adequate information technology and knowledge. This is

evident in the number of apps or websites launched by federal or local governments with the aim of facilitating all services for the community. Many e-government applications are available in many cities in Indonesia including E-Musrenbang and E-Monev (Tracking and Evaluation) in Bojonegoro, Qlue (Jakarta), Digital Government Service (DGS) Health (Yogyakarta). Performance of E-Remuneration (ERK) in Bandung, and E-Wadul and E-Sapawarga (Surabaya). In implementing e-government, the central government or district government must be ready to provide costs that are said to be quite large, because this application requires readiness for Human Resources (HR) which are government officials who implement the e-government application. In addition, human resources who carry out these tasks or tasks must be able to use electronic devices and the internet with adequate skills so that they do not experience difficulties in carrying out their duties.

Technological developments have encouraged people to demand better services. Information Technology can help governments restore trust in public institutions by increasing transparency, cost efficiency, effectiveness, and political engagement. For example, one of the best forms of e-government that the government can do to listen to its wishes is E-Sapawarga in Surabaya, East Java. E-SapaWarga is one of the government's efforts to improve quality. The city of Surabaya, in the midst of the demands of the digital era, makes it easier for people to commit to the government. The site is packaged in an interesting way, in the form of an application called 'Sapawarga', Android-based smartphone users can download the application from the Play Store. The Sapawarga application has many menus including posting complaints containing reviews and suggestions from the people of Surabaya, setting the RT menu and a biodata page.

The following is an image of the Sapawarga application display:

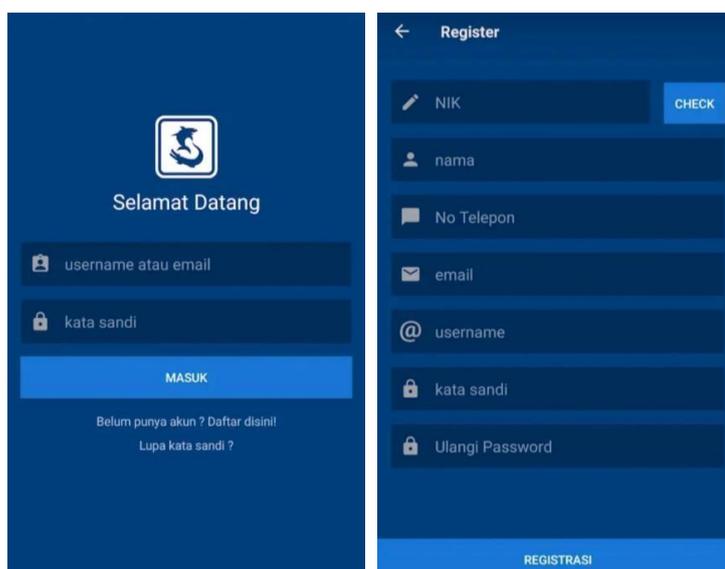


Figure 1. E-greetings display

Source: Research documentation

All the facilities in the E-Sapawarga application are intended to make it easier for residents to communicate with government officials and quickly, easily,

and accurately find the latest city information. Through this website, everything related to population can be done online, such as cover letters, transfer letters, death certificates, and birth certificates.

But in reality no one has taken advantage of this facility. In order for the Surabaya E-Sapawarga project to be successful, the Surabaya City Government seeks to provide facilities and infrastructure in the form of computers and landlines for RT / RW heads who do not have them to provide incentives to the community to build Surabaya. In order to make the E-Sapawarga Surabaya program a success, the Surabaya City Government is trying to provide facilities and infrastructure in the form of a computer set and a home telephone for RT/RW heads who do not have them so that people are motivated to realize Surabaya's technological literacy. And the lack of socialization by KOMINFO as the party responsible for providing the E-Sapawarga application, KOMINFO should be able to socialize the E-Sapawarga application, especially to those who do not know it. With this app

From the above background, the purpose of this study is to determine the application of e-sapawarga to improve government services in Surabaya.

B. THEORETICAL FRAMEWORK

Goggin, Mazmanian, and Sabatier (1984) emphasize that policy action means recognizing legitimate policy decisions – perhaps in the form of laws, government regulations, executive decisions, etc., in the form of a referenced work program. Issues that will be addressed by the policy, in addition to being part of the policy process, arise as a result of the implementation of the policy that has become feedback, whether or not the policy needs to be revised.

From the functional system model, its implementation is to transform policy objectives into the form of operational activities needed to achieve policy objectives. The implementation function does not change even though the policies applied are different, the only difference is the final result. At the same time, the aim of the action is to achieve the necessary policy changes. Therefore, if a policy is made to intervene in public life, then action is a real form of intervention (Sabatier 1993). Pressman and Wildavsky (1973) determined that policy actions carry out work programs that are prepared after the problem hypothesis is found and translated into a valid action model. Therefore, implementation is an action or action taken from a program that is carefully and in detail.

Based on research Purwaningsih (2016) which called Service E-Sapawarga in an effort to improve service quality Surabaya city from the perspective of the bureaucracy found that E-Sapawarga Surabaya is the implementation of projects of public services run by the Communications and Information Agency of Surabaya with the goal of Helping people in Surabaya deploy desire and complaints to the Surabaya City Government. In practice, the people of Surabaya City can use the media website, Facebook, SMS, Twitter, print media, email, letters, the E-Sapawarga portal and can also come directly to the Media Center to submit their complaints. Meanwhile, according to Feby Artwodini Muqtadiroh, Susanto, and Monzila (2018) entitled Analysis of the Success of E-Sapawarga

Surabaya City Government Using the Information System Success Model that from the E-Sapawarga system there is an influential relationship between data quality factors, service quality, users, satisfaction users and beneficiaries. The factors that influence the success of the E-Sapawarga system are data quality, service quality, usage, user satisfaction and perceived net benefits. The factors that influence the success of the E-Sapawarga system are data quality, service quality, usage, user satisfaction and perceived net benefits. This research by Purwaning and Feby et al discusses how the greeting application becomes a forum for Surabaya residents to provide criticism, input and complaints to the Surabaya City Government in order to create better public services. In addition, this application can be a communication bridge between the people of Surabaya and the Surabaya City Government in conveying their wishes. This study also discusses how this application works, from how to register to writing inspiration, which is important for improving public services in Surabaya. In addition, it also explains the factors that cause the people of Surabaya to be less interested in using E-Sapawarga technology in Surabaya, such as the shortcomings they experience.

C. METHOD

This research method uses a descriptive qualitative approach. Data collection techniques with in-depth interviews and observation. The informants in this study were the diskominfo apartment in the city of Surabaya and the e-sapawarga user community. The data analysis technique in this study uses the approach according to Miles, Huberman, and Saldana (2014) which includes data reduction, data presentation and drawing conclusions.

D. RESULT AND DISCUSSION

E-Sapawarga is one of the innovations of the Surabaya City Government in supporting the wishes of the citizens of Surabaya in accordance with the Regulation of the Mayor of Surabaya Edition 5 of 2013 concerning Guidelines for the Use of Information and Communication Technology in Local Government Actions, E-Sapawarga, which is accessed through the playstore, was originally launched as E -RT / RW and can be accessed by the Head of RT / RW in Surabaya, which later changed its name to E-Sapawarga so that it can be accessed by all Surabaya people. Easy access to the E-Sapawarga application site can be downloaded via Playstore and you need to register first.

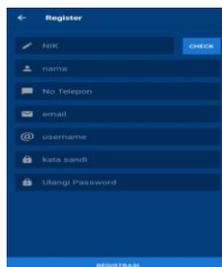


Figure 2. Registration Page Display for New Users of the Sapawarga Application

Source: researcher documentation



Figure 3. Display Awal Application Sapawarga

Source: researcher documentation

E-Sapawarga initiative is an innovative e-government action made by city officials who cooperate with the Office of Information and Communications of Surabaya. The application can be downloaded directly by the public, especially those who are domiciled in Surabaya. A pplication Sapawarga it connects Surabaya City Government with the target audience of people who become such action. Complaints, criticisms and suggestions are facilities offered by the Sapawarga application. The public can freely submit complaints on problems or complaints that arise to the Surabaya City Government. People usually complain about public services, which are often very transparent, lengthy and complicated to operate. The following are several types of complaints in the Sapawarga application which are sourced from various comments written by Surabaya residents in the review column or suggestions or complaints in the application.

Table 1. Types of Complaints in the greetings application

EDUCATION	HEALTH	SECURITY
Inadequate facilities in many schools located in remote areas of Surabaya	Inadequate facilities in many schools located in remote areas of Surabaya	Inadequate facilities in many schools located in remote areas of Surabaya
Some residents are waiting for the sub-district to build and add a state school	Lack of adequate facilities for several puskesmas in Surabaya	Lack of discipline level of Surabaya residents towards traffic rules which causes many accidents or other traffic problems

Source: Complaint forum in the processed E-SapaWarga application

The main factors causing this problem and the lack of implementation are the illiterate elderly and the general public, or not technologically illiterate. Currently, E-Sapawarga is not widely known by the people of Surabaya. This is due to a number of issues, such as the time-consuming registration process. This is a problem for the Surabaya City Government. In

connection with this, the Surabaya City Government will conduct a monthly summary and analysis of the results of the complaint on the Surabaya Information and Communications Service website. However, in its action, entering 2015 it was found that there was a very large decline, starting at the end of 2014 with a lack of public interest until it reached zero, and this proved that there were no complaints at all. Sapawarg Portal a

This is known from the long-term improvements by the government, people feel monotonous and reluctant to complain through E-Sapawarga, even though E-Sapawarga itself is a very useful platform for the Surabaya City Government itself, E-Sapawarga. Its role is very important because in this way the Surabaya City Government can improve public service facilities that the people of Surabaya complain about. E-Sapawarga as a communication medium for Surabaya residents to convey inspiration, reviews, suggestions, complaints and information for the Surabaya City Government through E-Sapawarga, the public can also control and supervise government operations. E-Sapawarga Surabaya is an application that can be used by the people of Surabaya to submit complaints about the work system and service system in Surabaya. This system is superior to other social media networks such as Facebook, Instagram, Twitter, and other media. Sapawarga fulfills several needs of the people of Surabaya: support, inspiration, communication connections. (Government & Government, Community & Government) and become your gateway to access public services online. The following is an explanation of how you can use the E-SapaWarga application through the Play Store as follows:

1. People, especially those who live in Surabaya, can download the Sapawarga application by DINKOMINFO Surabaya on the Play Store.
2. After downloading the app, open the Sapawarga app. If you already have an account, you can directly fill in your username or email and password. However, if you don't have an account yet, you can register or register first.
3. Complete information such as entering the Surabaya NIK KTP and other information tools.
4. After filling in the information, press the registration button.
5. If you are registered and want to submit a complaint, criticism or suggestion, you can access the Posting Complaint menu.
6. After submitting a complaint, criticism or suggestion, press the send button.
7. Public complaints, criticisms and suggestions can be read automatically by the Surabaya City Government.

In the current use, it is still necessary to gradually upgrade the system because the system is not fully functional because some people can't register the application. There are still many features that don't work properly and become obstacles for users, one of which is when a user tries to login to the Sapawarga application and then experiences problems such as loading conditions that are long enough for the written username and password to be unregistered.

Not everyone who lives in Surabaya knows about E-Sapawarga media, so the Surabaya City Government needs to socialize about the benefits of the

feature. There are several complaints about this application due to the lack of improvement in this system, and the lack of maximum action taken by the Surabaya City government in responding to suggestions, criticisms, input and complaints from the Surabaya community. Simply put, an application or implementation is an action or implementation that emerges from a carefully structured and detailed program. According to Nugroho (2008) principle, it is a method designed to achieve the desired goal. Sumaryadi, N (2005) suggests that there are three important elements in the action process, including:

1. There are projects or policies implemented

The implementation of the E-SapaWarga program which is realized through an application called "Sapawarga" is intended to facilitate the Surabaya City Government in serving and handling complaints, suggestions and community criticism that can build aspects of serving the community better and balancing needs from the community.

2. The target group is the community group that is targeted and will determine the benefits of a change or improvement project.

The target audience or target users in the E-SapaWarga program are those who are registered as citizens of Surabaya (with a Surabaya ID card), Surabaya residents will benefit directly from the scheme, complaints are submitted through the application. The Sapawarga application will receive a reply from the Surabaya Provincial Government.

3. Operators, whether organizations or individuals, are responsible for obtaining action and overseeing the implementation process.

The organizer of E-SapaWarga is the Surabaya City Government in collaboration with the Surabaya Communications and Information Office. The Surabaya Department of Communication and Information is the producer of the "Sapawarga" application which is used as a communication medium for Surabaya residents and the Surabaya City Government.

Therefore, the innovative e-sapawarga program in the Surabaya City Government Public Service is realized through an online application called Sapawarga, which can be accessed especially by residents with the Surabaya ID card application. This greeting was created by the Surabaya City Communication and Information Office to accommodate complaints, criticisms and suggestions from Surabaya residents who will receive a direct response from the Surabaya City Government to improve management efficiency. Organizing and improving public services Therefore, this application can be said to have an important role in improving public services in Surabaya.

E. CONCLUSION

From the results of the study it can be concluded that e-government measures in Surabaya have shown good results. This can be seen from the number of applications launched or made by the Surabaya City Government, proving that electronic government in Surabaya is supported by the availability of adequate

information technology and knowledge. One of the e-government actions that have been carried out by the Surabaya City Government to date is the E-Sapawarga Program. This program allows Surabaya residents to communicate, convey inspiration, complaints, criticisms and suggestions to the Surabaya City Government. In this application, the Surabaya City Government created an application called "Sapawarga" as an innovative media and method for the E-Sapawarga program.

However, in using the Sapawarga application, there are several obstacles that make the use of E-Sapawarga less than ideal. Unable to sign in or access the app. Not everyone who lives in Surabaya knows about the Sapawarga app, especially the secular and uninformed people. (Not Technology) Of course, these obstacles are quite difficult in the implementation of the E-Sapawarga program. The Surabaya City Government needs to improve and perfect the Sapawarga application in order to maximize the effectiveness of the E-Sapawarga program. Socially to the wider community about the Sapawarga application, the Surabaya City Government must continue to operate it to be able to build a technology-savvy society so that they can use the Sapawarga application easily as needed.

REFERENCES

- Feby Artwodini Muqtadiroh, Tony Dwi Susanto, and Izzano Monzila. 2018. "Analisa Keberhasilan E-Sapawarga Pemerintah Kota Surabaya Menggunakan Information System Success Model." *Jurnal Sisfo* 7(3): 237-46.
- Goggin, Malcolm L., Daniel A. Mazmanian, and Paul A. Sabatier. 1984. "Implementation and Public Policy." *CrossRef Listing of Deleted DOIs* 14(4).
- Miles, Matthew B, A Michael Huberman, and Johnny Saldana. 2014. "Qualitative Data Analysis: A Method Sourcebook." *CA, US: Sage Publications*.
- Nugroho, Riant. 2008. Jakarta: Elex Media Komputindo *Public Policy: Teori Kebijakan, Analisis Kebijakan, Proses Kebijakan, Perumusan, Implementasi, Evaluasi, Revisi, Risk Management Dalam Kebijakan Publik, Kebijakan Sebagai Fifth Estate, Metode Penelitian Kebijakan*.
- Pressman, Jeffrey L, and Aaron B Wildavsky. 1973. "Implementation: How Great Expectations in Washington Are Dashed in Oakland." *The Oakland Project Series*.
- Prihanto, Igif G. 2013. "Studi Komparasi Pengembangan E-Government Negara-Negara Anggota Perserikatan Bangsa Bangsa Untuk Mendukung Pengembangan e-Government Di Indonesia." *JURNAL IPTEKKOM: Jurnal Ilmu Pengetahuan & Teknologi Informasi* 15(2).
- Feby Artwodini Muqtadiroh, Tony Dwi Susanto, and Izzano Monzila. 2018. "Analisa Keberhasilan E-Sapawarga Pemerintah Kota Surabaya Menggunakan Information System Success Model." *Jurnal Sisfo* 7(3): 237-46.
- Pressman, Jeffrey L, and Aaron B Wildavsky. 1973. "Implementation: How Great Expectations in Washington Are Dashed in Oakland." *The*

Oakland Project Series.

- Prihanto, Igif G. 2013. "Studi Komparasi Pengembangan E-Government Negara-Negara Anggota Perserikatan Bangsa Bangsa Untuk Mendukung Pengembangan e-Government Di Indonesia." *JURNAL IPTEKKOM: Jurnal Ilmu Pengetahuan & Teknologi Informasi* 15(2).
- Purwaningsih, Chyntya Putri. 2016. "Layanan E-Sapawarga Dalam Upaya Meningkatkan Kualitas Pelayanan Kota Surabaya Dari Prespektif Birokrasi." *Kebijakan dan Manajemen Publik* 4(April).
- Sabatier, Hank C. Jenkins-Smith and Paul A. 1993. "The Study of Public Policy Processes." In *Policy Change and Learning: An Advocacy Coalition Approach*,.
- Sumaryadi, N, I. 2005. "Efektivitas Implementasi Kebijakan Otonomi Daerah." *Citra Utama*.