IMPLEMENTATION OF E-GOVERNMENT IN DIGITALIZATION OF ARTS AND CULTURE AT *UPT TAMAN BUDAYA* OF EAST JAVA PROVINCE

Noni Triyana Anggrainie
Public Administration Department,
Faculty of Social and Political Sciences,
University of 17 August 1945 Surabaya,
nonitriana2005@gmail.com;

ABSTRACT
The development of technology, especially digital media, has also advanced the development of information and communication, this has made several government policies prioritize the development of digital information, one of which is in the field of arts and culture. *UPT Taman Budaya Jawa Timur* has begun to explore documentation and presentation using digitalization methods by using the role of social media, so that virtual presentations in the context of digitalization of arts and culture need to be managed properly. This study uses a descriptive qualitative method that refers to the results of interviews with informants and examines documents and broadcasts related to the research. The results of the study show that the role of digitalization in arts and culture at *UPT Taman Budaya Jawa Timur* has a positive influence and shows developments towards a better direction in order to preserve and develop arts and culture as a heritage and identity of the Indonesian Nation.

Keywords: *E-Government, Digitalization, Arts and Culture, Social Media*

A. PRELIMINARY

The development of technology, especially digital media, has also advanced the development of information and communication, this has made several government policies prioritize the development of digital information, one of which is in the field of arts and culture. Digitalization of arts and culture is a concept of using information technology in improving the preservation of the arts and culture, especially in terms of managing, disseminating information and knowledge in the elements of arts and culture.

So that the existence of media has an important role in elevating the culture and local wisdom of the local community. As for now, where various countries are affected by the Covid-19 Pandemic, social media has actually accelerated the development of digitalization of arts and culture in the information era due to the drastic increase in the use of social media. The Covid-19 Pandemic which is still ongoing since 2020 until now. Thus, the local government, especially in the city of Surabaya, has decided to implement *PSBB* (Large-Scale Social Restrictions) which is carried out by the *Peraturan Pemerintah Nomor 21 Tahun 2020* concerning Large-Scale Social Restrictions in the Framework of Accelerating the Handling of Covid-19 and the *Surat Keputusan Gubernur Nomor: 188/202/kpts/013/2020* about the Implementation of Large-Scale Social Restrictions in Handling Covid-19 so that the spread of Covid-19 can be reduced.

The policy on the implementation of *PSBB* (Large-Scale Social Restrictions) is also felt by the *UPT Taman Budaya Jawa Timur* which is under the Culture and Tourism Office of East Java Province. *UPT Taman Budaya Jawa Timur* is also a means or forum for the public to watch regional art performances that can be seen directly, where they have made an event calendar at the beginning of each year, but due to the Covid-19 pandemic, many planned events have been postponed or even canceled, as a result of the decreasing number of spectators. This also has an impact on the reduced income of art workers to the loss of local people's livelihoods due to the closure of various tourist attractions and cultural heritage sites.

Amid the Covid-19 Pandemic, *UPT Taman Budaya Jawa Timur* took steps to preserve culture through an arts and culture digitalization program. *UPT Taman Budaya Jawa Timur*, which already has social media accounts such as YouTube, Instagram, and Facebook, has begun to publish the results of documentation of traditional artworks and events that are held virtually. *UPT Taman Budaya Jawa Timur* is also referred to as a showcase or second home for artists because artists can use *UPT Taman Budaya Jawa Timur* to show their best work to artists. *UPT Taman Budaya Jawa Timur* provides a place for creativity to develop and helps artists develop art through E-Government. In its implementation, *UPT Taman Budaya Jawa Timur* invites various artists in East Java to continue to exist so that they can develop local wisdom belonging to their respective regions..

B. RESEARCH METHODS

The type of research uses a descriptive qualitative method, According to Sugiyono (2016) the qualitative descriptive method is a research method based on the philosophy of postpositivism used to research the natural conditions of objects. Qualitative descriptive research aims to describe, depict, explain, explain, and answer in more detail the problems to be studied by studying as much as possible an individual, a group, or an event. The data collection used is to carry out the research process using observation, interviews, and documentation directly at the *UPT Taman Budaya Jawa Timur* to be able to find out more clearly facts in the description of the events that I am studying so that it is easier for me to obtain data objectively to find out Implementation of E-Government at the *UPT Taman Budaya Jawa Timur* during the pandemic.

The focus of the research is very important in determining the main problem in this study, namely the implementation of virtual event policies in government agencies, the author will explain how the implementation of E-Government is taking place at the *UPT Taman Budaya Jawa Timur* and what are the factors that influence it, such as supporting and inhibiting factors for the digitalization of arts and culture, and evaluation and supporting theories are needed to overcome the problems that exist at the *UPT Taman Budaya Jawa Timur*. 1) The author takes indicators to answer the first problem formulation, namely, According to Indrajit (Sadikin, 2011) researched by the Harvard JFK School of Government which includes Support, Capacity, and Value; 2) The author answers the second problem formulation related to inhibiting and supporting factors, According to Agus Dwiyanto (2006) to measure the success of the implementation of digitalization of

arts and culture with indicators including Productivity, Service Quality, Responsiveness. The data collection technique is carried out by interviews which are conducted by asking respondents questions about matters related to the problems being studied. Through interviews, the author obtains new data to strengthen the data that has been obtained previously. Data collection by observation is by conducting direct or indirect observations regarding the problems to be studied. In this case, the researcher conducted direct observation of the *UPT Taman Budaya Jawa Timur* to find facts directly to obtain concrete data. Conduct documentation, where the implementation of this method is by observing and taking pictures directly then collecting data and publishing it, with this method can obtain more accurate data to support the results of observations and interviews. Qualitative Data Analysis Techniques According to Sugiyono (2015), the steps in analyzing qualitative data are as follows: a) Data Reduction, namely by summarizing, choosing the main things, focusing on important things, looking for themes and patterns and discarding unnecessary ones; b) Data Presentation, namely data will be organized, arranged in a relationship pattern, so that it will be easier to understand; c) Drawing Conclusions is concluding because the initial conclusions put forward are still temporary, and will change if no strong evidence is found to support the next stage of data collection.

C. RESULTS AND DISCUSSION
Discussion

Digitization is the process of converting from analog to digital. Digitization focuses on optimizing internal processes, such as work automation, minimizing paper use, and so on. E-Government is an effort to develop electronic-based government administration. E-Government in general can also be defined as the use of digital technology to transform government activities, which aims to improve effectiveness, efficiency and service delivery (Forman, 2005). In the research results explained regarding the implementation of E-Government through digitization to improve the quality of service at the *UPT Taman Budaya Jawa Timur*, it can be measured using the theory and analysis from the Harvard JFK School of Government which includes Support, Capacity, and Value. Meanwhile, to determine the inhibiting factors and supporting factors using indicators from Agus Dwiyanto (2006), namely Productivity, Service Quality, Responsiveness.
E-Government Success Indicators
Support

Support is very much needed in the implementation of E-Government in the Digitalization of arts and culture to support the development and development of E-Government. Support here is obtained internally and externally. Internal support can be seen from interviews with staff of the *UPT Taman Budaya Jawa Timur* who agreed that internally the use of social media as a medium for digitalization of arts and culture received full support from the leadership of the *UPT Taman Budaya Jawa Timur* so that the formation of staff for managing social media became more appropriate and efficient. Internal support is not only obtained from the leadership but also from *DISBUDPAR* (East Java Provincial Culture and Tourism Office) in this case the digitalization of arts and culture

carried out by the *UPT Taman Budaya Jawa Timur* can also support the increase in East Java Tourism in terms of arts and culture.

External support is obtained from the enthusiasm of the community in responding to social media uploads as a means of digitalizing arts and culture. Support can be assessed from the number of viewers and likes given to posts and comments left in the comments column on the social media accounts of the *UPT Taman Budaya Jawa Timur*.

As mentioned in the form of support, one of them is the socialization of the E-Government concept evenly, consistently, and comprehensively to all bureaucrats in particular and the public in general through various methods, one of which is the publication method, which in this context means that social media is used as a means of publication infrastructure.

Capacity

Capacity is a resource needed in the development and development of E-Government so that the concept can run as desired. Capacity can be seen from one of the interviews with the staff of the *UPT Taman Budaya Jawa Timur*, namely the digitalization of arts and culture in this technological era so that the development of arts and culture can be reached by the wider community and facilitate publication to be more efficient because it can be accessed by smartphones which are now the main need. For this reason, the *UPT Taman Budaya Jawa Timur* received support from artists who joined the *UPT Taman Budaya Jawa Timur* to make artists and digitalization staff human resources who have qualified quality values and competencies seen from the quality of the shooting and the themes of arts and culture which are packaged with a variety of events that can attract viewers so that they show the number of viewers. So the superior programs broadcast by the *UPT Taman Budaya Jawa Timur* through social media are ludruk, wayang kulit, wayang orang, and ketoprak because these performances are in great demand by many viewers both offline and online.

Value

Value is a value, element, or indicator obtained by the government as a service provider and also the community as a recipient of E-Government services that determine the extent of the benefits of E-Government. Digitalization of arts and culture as an E-Government step can be assessed from public comments submitted in the comments column and the likes given to each upload. Public support for uploaded videos on the *Cak Durasim* YouTube account shows that the efforts of the *UPT Taman Budaya Jawa Timur* have a place in the community. Moreover, with the existence of social media such as YouTube accounts, cultural arts performances can be accessed in various places easily and quickly. There is no need to buy tickets or be constrained by places for the audience, instead with the use of smartphones all levels of society can access the uploads from various places.

Every year by continue to follow the growth of the most popular arts and popular arts today. While determining the talent of the *UPT Taman Budaya Jawa Timur* which is assisted by the curator to select a community or artist who is worthy by synergizing in the *DISBUDPAR* (East Java Provincial Culture and

Tourism Office) environment for the selection of materials based on the selection or improvement of artist abilities.

Inhibiting Factors and Supporting Factors

Productivity

To measure productivity in E-Government, the concept of productivity can be used to measure the level of efficiency and effectiveness of services. In the implementation of E-Government at the *UPT Taman Budaya Jawa Timur*, the supporting factors in its productivity are 1. leading programs at the *UPT Taman Budaya Jawa Timur* such as ludruk performances, wayang kulit, wayang orang, and ketoprak, because these performances are very popular with both offline and online audiences; 2. support from the East Java Provincial Culture and Tourism Office in utilizing social media during this pandemic to improve the quality of service. While the inhibiting factors in productivity are 1. the reach of social media which depends on followers or hashtags in publications; 2. there is a reduction in artists during the pandemic.

Service Quality

to measure the quality of service in the implementation of E-Government service quality is an important thing in explaining the performance of public organizations. In the implementation of E-Government at the *UPT Taman Budaya Jawa Timur*, there are supporting factors in service quality, namely 1. *UPT Taman Budaya Jawa Timur* is very open to criticism and suggestions so that it can continue to develop to be even better; 2. The availability of equipment that supports the implementation of events at the *UPT Taman Budaya Jawa Timur*. While the inhibiting factors are 1. lack of broadcast quality; 2. Changes in activities during the pandemic from offline to online have caused a decrease in audience interest due to limited internet quota.

Responsiveness

Responsiveness describes public agencies or organizations in carrying out their missions and objectives, especially in virtual events through E-Government to find out the misalignment between public services and community needs. In the implementation of E-Government at *UPT Taman Budaya Jawa Timur*, the supporting factors in responsiveness are 1. There is support and enthusiasm from the community in every broadcast that *UPT Taman Budaya Jawa Timur* presents; 2. Remain consistent in broadcasting arts and culture by following the developments of the times. While the inhibiting factors are 1. Lack of quality broadcasts; 2. Constraints in promotion and publication. In this study, digitalization is very much needed to develop and introduce arts and culture. By implementing E-Government, artists have a new forum to express every art they have through the *UPT Taman Budaya Jawa Timur* social media platform. However, according to artists and staff at *UPT Taman Budaya Jawa Timur*, it can be said to be quite successful because the human resources in managing digitalization at *UPT Taman Budaya Jawa Timur* have added staff who understand how to manage digitalization.

D. Conclusion

The digitalization management system for arts and culture carried out by *UPT Taman Budaya Jawa Timur* as a form of E-Government has begun to receive appreciation from the public, in this case, social media users. This can be seen from the audience list data on the YouTube account owned by *Cak Durasim* which shows an increase in the number of viewers during the three months of observation. In the process of managing social media as digitalization of arts and culture, the *UPT Taman Budaya Jawa Timur* is supported by adequate human resources in management (presentation staff, content creators, and artists), from the results obtained, the presentation staff have mapped the list of arts and culture creations ranging from those that are popular to a variety of contemporary arts and culture that combine original arts and culture with modernization, so that creative content appears that has been uploaded to social media accounts such as YouTube, Instagram, and Facebook. In terms of documentation, the *UPT Taman Budaya Jawa Timur* uses YouTube more to upload videos and flagship programs from *UPT Taman Budaya Jawa Timur*, while several short videos and posters are more often uploaded on social media such as Instagram and Facebook. In implementing the digitalization of arts and culture, *UPT Taman Budaya Jawa Timur* has several supporting factors for the feasibility of E-Government as mentioned earlier, namely the first is the presentation staff who design, discuss, and decide on the theme and rundown of the event and analyze each upload to social media to develop art and culture creations on virtual stages like now, the second is the content creator and artists who take an important part in the success of an art and culture project. The inhibiting factors are in terms of social media which is not free from plagiarized videos, this was also stated by the presentation staff which was then balanced by the performance of the staff in ensuring that the videos they upload are free from plagiarism and the copyright facilities provided by social media accounts. In terms of human resources, the decrease in the number of artists participating in the creation of art and culture projects is due to the pandemic and several health protocols to facilitate the creation of art and culture projects that will be digitized. Based on the research results and conclusions, the author provides suggestions related to the effectiveness of implementing virtual events through E-Government, namely:

1. For government agencies, there still needs to be an effort so that the platform and uploaded videos are known to many people, by promoting attractive advertisements and posters collaborating with media partners, and implementing SEO from each social media used. The use of SEO can allow our videos to get the recommended viewing rating by platforms such as YouTube, Instagram, and Facebook. Scheduling the event rundown to be more specific again, so that the event deadline can be on time and advertising an event can be done more optimally in the sense that it is optimal, it can be done offline and online to get a wide reach so that the number of viewers can increase. Optimization of video capture and editing devices and the addition of professional staff in shooting and editing videos and photos. So that the final video results can be more optimal and in accordance with the needs of the

community in the comfort of watching videos online with a high quality display.

2. For subsequent researchers, this study can be used as a benchmark for further research in the field of cultural digitalization as a step towards E-Government, because the pandemic period is a stepping stone for the use of social media as a forum for the community to comply with government policies, for this reason, re-research is needed with the same concept as the research time after the pandemic period so that the usefulness of social media as E-Government can be further tested in terms of efficiency and its shortcomings so that it can run more optimally.

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