

THE OPTIMIZATION OF SINGLE WINDOW OR SSWALFA E-GOVERNMENT SERVICES IN MAKING LICENSE IN GUNUNG ANYAR KELURAHAN, SURABAYA

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ABSTRACT

Basically the implementation of technology-based public services to the community is very important. The problem in this study is that there are still many people who do not know and do not understand how this technology-based service is due to frequent problems when charging and frequent service problems that often experience problems so that people cannot log in to enter data. The purpose of this research is to see the effectiveness of public services in the E-Government program and what are the obstacles in optimizing the use of websites in an effort to improve services. This research method is descriptive using a qualitative approach. This data analysis technique is data collection, data reduction, data presentation, and conclusion drawing. The results of this study are that the use of the website has not been optimally implemented due to (1) the new policy with a different service system makes the community unfamiliar (2) the lack of socialization that is carried out means that there are still people who do not know about the service system using the website so that it creates a lack of public understanding on the use of the website and (3) the lack of quality human resource capabilities makes many people feel helpless.

Key words: *E-Government, Service Quality, Public Service*

A. PRELIMINARY

Along with the times, as it is today, we are required to be able to think quickly in response to changes consisting of various aspects, ranging from culture, technology, economy, education, politics, and many more. These changes must be

balanced with the existence of a society who is digitally literate about the changing times. The era of globalization has made significant changes, the more the times have progressed, the more rapid development of humans who want to go to modern times and keep up with the times.

The development of this era can be interpreted as globalization. Globalization is a cultural process characterized by a tendency for regions of the world, both geographically and physically, to become uniform in social, cultural, economic, and political formats. In social life the global process has created egalitarianism, in the cultural field it has triggered the emergence of "internationalization of culture", in the economic field it has created interdependence in the production and marketing process and in the political field, it has created "liberalization" (Heru Nugroho, 2001: 4). The positive impact of globalization is starting from the convenience of technology in various public facility networks. These conveniences are not only felt by the outside community, but the Indonesian people can also feel the many benefits of globalization.

This kind of thing is commonly referred to as effectiveness and efficiency in various fields. As an example of the convenience of public services, the author took a case study in the Gunung Anyar Village, Surabaya in making various permits needed by the people of the Gunung Anyar Village, Surabaya which utilizes technology in serving the wider community, in order to achieve maximum effectiveness and efficiency. There is no need to go to the Kelurahan anymore, now the people of Gunung Anyar Kelurahan only need to register on the SSWALFA Surabaya Website or Surabaya Single Window to get the required permits. The definition of effectiveness is that effectiveness is defined in the abstract as the level of achievement of goals, measured by the formula results divided by (per) goals. Goals that start from an abstract vision can be deduced until they become concrete, namely goals (strategies). Goals are measurable objectives. The concept of relative results depends on the question, of which link in the processes and cycles of governance, results are defined.

B. LITERATURE REVIEW

According to the World Bank (Samodra Wibawa 2009: 113), E-Government is the use of information technology by government agencies such as wide area networks (WAN) internet, and mobile computing, which can be used to build relationships with communities, businesses, and other government agencies.

According to The World Bank Group (Falih Suaedi, Bintoro Wardianto 2010:54), E-Government is an effort to use information and communication technology to improve efficiency and effectiveness, transparency, and accountability of the government in providing better public services.

Then according to the Ministry of Communication and Information (Samodra Wibawa 2009: 114), defining E-Government is a public service that is held through a government website where the domain used also shows the domain of the Indonesian government, namely (go.id) According to Clay G. Weslatt (15 August 2007) on the website, E-Government is using information and communication technology to promote more efficient and effective cost-effective

government, then service facilities to the general public and make government more accountable to the people.

C. RESEARCH METHODS

In this study, the type of research taken by researchers is qualitative data analysis. Qualitative data analysis is a suitable theory to be applied in this research. According to Sugiyono (2017: 335), qualitative data analysis is the process of systematically searching for and compiling data obtained from interviews, field notes, and documentation, by organizing data into categories, describing them into units, synthesizing them into patterns choosing which patterns are important and which will be learned and draw conclusions so that they are easily understood by oneself and others. With this method, it is hoped that researchers can obtain data as accurately as possible for the smooth running of this research process. Sources of data in research are subjects from which data can be obtained, (Arikunto, 2010). The data was collected directly by the researcher from the first source, in this case, the related primary data source was 15 residents of the Gunung Anyar Village as the main informants. The second data source will be obtained by interviewing the Gunung Anyar Sub-District Office as a source of information.

The data on residents who became informants were grouped into 3 types, namely, residents with an age range of 17-25 years (late adolescence), 26-40 years (late adulthood), and the last, namely 55-65 (late elderly).

D. DISCUSSIONS

At present, technological developments are increasing rapidly. All aspects and areas of life make it possible to use technology to make things easier. In the field of government, technology is very useful in supporting performance and facilitating the process of public services to the community in realizing services using technology in the E-Government program to create effective and efficient services.

The background to the implementation of this technology-based service is the situation, where the era of globalization and the Industrial Revolution 4.0 forced all aspects of life to depend on and make the most of technology and try to develop it so that government services to the public are easier and faster. To find out the success of public services in the E-Government program, the authors examine how to optimize public services in the E-Government program to create efficient and effective services at the Gunung Anyar Village Office, Surabaya City, based on the theory put forward by Richardus Eko Indrajit, that there are 3 supporting factors in the implementation of E-Government namely Support, Capacity and Value.

The Support element has 2 very important elements in the process of optimizing services to the community at the Gunung Anyar Village Office, Surabaya City:

Technology-based Public Service Service Technology-based Public Service

The technology-based public is needed in the process of service to the community. The use of technology makes it easier for officials and the public to

carry out services through technology-based services that are easy to create services that are efficient, transparent, and fast. As said by Mrs. Mei Yeni, a service staff:

"A technology-based service system for the community is very useful for apparatus in serving the public service process and makes it easier for the public to access and does not require as many photocopies as before" (interview 26 November 2022).

From the statement of a member of the public, Ms. Elvita Utomo said: *"In my opinion, the current form of service is very helpful. As an educator who often experiences difficulties in asking permission during working hours, this kind of service technology helps me a lot, because I can access it anywhere and anytime"* (interview 26 November 2022)

From the statement above it can be concluded that this technology-based service has very good benefits and makes it easier for service staff to manage requests and documents from the public. However, people in the public service process feel that this service has not been implemented optimally because most people are still not used to it and cannot use technology due to a lack of understanding of technology like this.

Even Socialization

Even the socialization of technology-based services is very important to be carried out continuously in the community. Many people still don't understand and don't know about the use of technology in public services.

E. CONCLUSIONS

From the results of the research that the researchers have done about Optimizing the Use of SSWALFA in Making Permits in the Gunung Anyar Village, Surabaya City, the researchers concluded that the Optimization of services in the SSWALFA program is quite high, as evidenced by the enthusiasm of the people who consider SSWALFA services to be very helpful and make the work of service staff easier.

The public services of the E-Government Program are good, marked by responses from people who are satisfied with the services provided. Factors that impede the optimization of public services to the community at the Gunung Anyar Village Office, Surabaya City, include: Services that are different from before, Lack of socialization carried out by the apparatus to the community who still do not understand the existence of technology-based services, lack of controlling and letters sent down from the center seem inconsistent, the lack of human resources in the community itself has not been able to accept the development of the technological age which has resulted in not being able to make maximum use of the latest services provided by the government.

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