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## ASSISTANCE IN OPTIMIZATION OF WEBSITE MANAGEMENT IN THE UNITED NATIONS AND POLITICAL AGENCY OF BINTAN DISTRICT

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### ABSTRACT:

This article is intended to find out the problems in the implementation of public services carried out by the central government and local governments are still faced with services that are not yet effective and efficient and the quality of human resources is not adequate. The method used emphasizes the full participation of ASN and Non ASN members in the training process, not just the method lecture. The approach applied to this service is the Participatory Rural Appraisal method, where this technique is a technique that is considered technically quite operational. The results obtained in these problems need to be resolved immediately through training on the Implementation of Socialization on the importance of e-Government by providing assistance in the creation and management of websites. This training is unlikely to run well on its own. Therefore, participation from the state civil apparatus and the entire community is very much needed so that this activity can run smoothly and can provide positive changes for the future, including providing an understanding of the importance of E-Government for ASN and Non ASN in the Bankes bangpol environment, providing assistance regarding website creation and management.

**Keywords:** *E-Government, Public Service*

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### INTRODUCTION

Information and communication technology promises efficiency, speed of information delivery, global reach and

transparency (Mamlin & Tierney, 2016). Thus, in the current era of regional autonomy, one of the efforts to realize good governance is to use information and

communication technology or what is called E-Government (Rose, 2004). In general, the definition of E-Government is an internet-based information and public service management system.

E-Government is defined as a collection of concepts for all actions in the public sector (both at the Central Government and Regional Government levels) that involve information and communication technology in order to optimize public service processes that are efficient, effective, transparent and accountable (Cordella & Tempini, 2015). The term e-Government relates to the ability to use information and communication technology to improve relations between government and society, between government and business actors, and relations between one government agency and another government agency (Basu, 2004).

These technologies include e-mail, WAN (Wide Area Network), Internet, mobile computing equipment (laptops, smartphones, PDAs), and various other technologies that function to disseminate information and provide electronic services in various forms (Brantes Ferreira et al., 2013). Public services are the first step in realizing good governance in Indonesia. However, in reality, the implementation of public services carried out by the central government and regional governments is still faced with services that are not yet effective and efficient and the quality of human resources is inadequate. The main problem currently occurring is the government's lack of responsiveness in responding to the wishes of the community (Djalante et al., 2020). Many states civil

servants have not been able to provide good services to the community. This is a serious problem, because there are many complaints from the public both directly and indirectly, such as through the mass media, demanding improvements in the quality of public services. current development.

Therefore, there is a need for various innovations to improve the quality of public services by the government so that it can make it easier for the public to access information. One innovation that can be implemented is the creation and use of websites in the public service system. The advantage of using websites in public services is that they can be used to improve administrative processes more easily and quickly, as well as providing a good contribution to the government as an effort to improve service quality. This training aims to ensure that all employees of the National Unity and Political Agency in Bintan Regency can apply the use of websites in carrying out public services to the community more efficiently, effectively, transparently and accountably. Therefore, the community service entitled "Optimizing Public Services in the Context of Realizing Capable E-Government for All Employees of National Unity and Political Agencies in Bintan Regency" is expected to be feasible to implement.

This service is provided by the government to the community. By utilizing the internet, there will be many developments in service modes from the government to the community that will allow the community to play an active role, with the hope that the community can independently register for services, monitor the settlement process, and carry out

directly for each public service (Bishop & Davis, 2002). All of these things can be done with the help of internet technology and can be done from anywhere and at any time.

## **RESEARCH METHODS**

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The method of the activity "Training on the Implementation of Website Use and Increasing Socialization in Public Services to Create a Capable E-Government for All Employees of National and Political Institutions in Bintan Regency" is participatory in nature. This method emphasizes the full participation of ASN and non-ASN members in the training process, not just the lecture method. The approach applied in this service is the Participatory Rural Appraisal method (Chambers, 1994), where this technique is a technique that is considered to be technically operational. This service also has a concept to involve the target community, in this case Bintan Regency BANKESBANGPOL employees in all activities. Participants are encouraged to improve their skills in using the website. Thus, in implementing this community service, the implementation team only carries out training and mentoring, the rest is developed by Bintan Regency BANKESBANGPOL employees in implementing the use of websites based on synchronous online learning.

## **RESULTS AND DISCUSSION**

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Lack of knowledge about E-Government as has been explained, in the era of digitalization, the government must provide public services that must use the latest technology. In accordance with the Regional Development Work Plan (RKPD) in 2023, Bintan Regency will focus on building a smart city in Bintan Regency (Alfachrizi,

2023). The implementation of good government governance must be transparent and open through E-Government (Carlo Bertot et al., 2012). ASN in the Bintan Regency Kesbangpol Agency still do not know about good and transparent governance, which requires using an application system or website. The solution offered is the creation of a website at the Bintan Regency National Unity and Politics Agency so that governance in the Bintan Regency Bakesbangpol can be more transparent and open so that the wider community can access the website.

From the results of interviews with the Head of the Early Awareness Subdivision of the National Unity Agency and Bintan Regency politics and the Head of Government Affairs, Mr. Drs. Syamsul Bahri and Mr. Dedi Wizani, S.Sos., Stating "The website at Bakesbangpol Bintan actually existed at the end of 2012, but we still have a lot to fix and update according to current developments and the latest trends so that people can access it." In accordance with the vision of Bintan Regency, namely Bintan Gemilang, to achieve this vision, the government must be digital-based, namely the implementation of E-government in all Bintan district government environments.

Through the results of this interview, we took steps, namely assistance, because the website already exists and we only filled in information data that was still incomplete on the website so that the public could find out information on the National Unity and Politics Agency of Bintan Regency.

So that employees at Bakesbangpol Bintan understand the importance of implementing E-Government, a hybrid "importance of implementing e-

government" workshop was held in the Bintan Regency National and Political Unity Body Meeting Room.

Human resources are less capable in mastering technology. There are still many state civil servants within Bakesbangpol who cannot manage websites, so the Bintan Kesbangpol Agency currently does not have a website that can be accessed by the public. State civil servants must be able to master the latest technology, because the demands of the times must be able to make it easier for the public to obtain permits and information at the Bintan Regency Kesbangpol Agency. The website is a form of information center that we will provide to the public, whether for processing permits. Once there is a website, ASNs within the Bintan Regency Kesbangpol Agency will be able to manage it well and can be used as a place to provide information to the wider community in Bintan Regency.

Of the 44 employees, both ASN and non-ASN, only 25% are very proficient in using technology. According to observations, employees who are said to be "senior" do not have expertise in using IT. Therefore, website optimization is managed by just one person, where more than one person should manage the website so that information can be uploaded to the website. Therefore, we will always accompany Bakesbangpol Bintan to manage the website so that it can become an agency that is ready to implement E-Government in Bintan Regency, Riau Islands Province.

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## CONCLUSION

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