



The Effectiveness And Challenges Of E-Government Implementation Through The Media Center In The City Of Palangka Raya

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Abstract

Public administration is crucial for government operations and public welfare as mandated by the 1945 Constitution of Indonesia. Technology, especially E-Government, has made public services more efficient. Since Presidential Instruction No. 3 of 2003, various government agencies, including local governments, have adopted E-Government to improve services. However, challenges such as isolated information systems, security issues, data inconsistency, and inadequate infrastructure require standardization. The Palangka Raya City Government utilizes information technology through the Media Center, supported by the Ministry of Communication and Informatics, to enhance information dissemination and networking between local, provincial, and central governments. This study analyzes the effectiveness of the Media Center in Palangka Raya, identifying challenges such as a lack of competent human resources, outdated facilities, limited internet access in remote areas, and insufficient administrative budgets. Data were collected through documentation, observation, and interviews, and analyzed qualitatively. The findings highlight major challenges and suggest improvements for electronic public services, ultimately contributing to increased community engagement and welfare.



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INTRODUCTION

Public administration plays a crucial role in the administration of government, including public services aimed at achieving general welfare and advancing national intelligence as stated in the Constitution of the Republic of Indonesia of 1945. Along with technological advancements, public services can now be delivered more effectively and efficiently through the implementation of information technology, known as Electronic Government or E-Government. The rapid development of technology, especially in business and economics, has introduced various sophisticated tools such as smartphones, which not only function as communication devices but also provide various applications that facilitate users in seeking information and completing tasks. In the field of government, technology is also utilized in policy and public services to achieve excellent service.

The implementation of E-Government in Indonesia began with the issuance of Presidential Instruction No. 3 of 2003 concerning National Policy and Strategy for E-Government Development. Since then, various government agencies, including local governments, have started adopting E-Government with various methods and stages. The development of E-Government aims to improve the quality of public services by reorganizing management systems and work processes by optimizing the use of information technology. However, the implementation of E-Government in Indonesia still faces several challenges such as the existence of information silos, inadequate security systems, data and information inconsistencies, and insufficient infrastructure. Therefore, strategies are needed to address these issues, one of which is the standardization of E-Government. The initial stage of E-Government implementation according to Presidential Instruction

No. 3 of 2003 is the creation of information websites in each government agency. These websites are very important for providing information to the public, helping to reduce the information gap, and enhancing communication between the government and the public.

The Palangka Raya City Government is one of the local governments that has applied various information technologies in public services through E-Government. One of its initiatives is the establishment of a Media Center as a service platform to provide information to the public. This Media Center is supported by equipment grants The Role of Information and Communication Technology in Promoting Sustainable Development in Indonesia, aimed at enhancing public information dissemination and developing an information exchange network between local, provincial, and central governments. The implementation of the Media Center in Palangka Raya City also includes the appointment of website and official social media managers to ensure the information disseminated is accurate and up-to-date. The Media Center is designed to support the local government in disseminating public information and encouraging the public to access information easily, quickly, and affordably.

So far, the implementation of the Media Center has been highly appreciated by the Palangka Raya city government and has received enthusiastic responses from the public, receiving annual awards The Role of Information and Communication Technology in Promoting Sustainable Development in Indonesia as follows:

- 2018, 6th National Rank for News Contribution in the Regency/City Category The Role of Information and Communication Technology in Promoting Sustainable Development in Indonesia
- 2019, 1st National Rank for News Contribution in the Regency/City Category The Role of Information and Communication Technology in Promoting Sustainable Development in Indonesia
- 2020, 1st National Rank for News Contribution in the Regency/City Category The Role of Information and Communication Technology in Promoting Sustainable Development in Indonesia, 4th National Rank for Photo Contribution The Role of Information and Communication Technology in Promoting Sustainable Development in Indonesia
- 2021, 1st National Rank for Photo Contribution The Role of Information and Communication Technology in Promoting Sustainable Development in Indonesia
- 2022, 1st National Rank for News Contribution in the Regency/City Category The Role of Information and Communication Technology in Promoting Sustainable Development in Indonesia
- 2023, 3rd National Rank for News Contribution in the Regency/City Category The Role of Information and Communication Technology in Promoting Sustainable Development in Indonesia
- 2024, 2nd National Rank for Aggregated Content in the Provincial/Regency/City Category The Role of Information and Communication Technology in Promoting Sustainable Development in Indonesia

This research aims to analyze the implementation of the Media Center program in Palangka Raya City and to identify the factors influencing its service effectiveness. By understanding these factors, it is hoped that solutions can be found to improve the quality of electronic-based public services, ultimately increasing public engagement in using E-Government services..

METHODOLOGY

This research employs a qualitative approach with a descriptive method. Qualitative research aims to understand social phenomena from the participants' perspective, utilizing interactive and flexible strategies. The descriptive method is used to describe or analyze research results without making broader conclusions. The goal of this approach is to create a systematic, factual, and accurate description of the facts, characteristics, and relationships among the phenomena investigated.

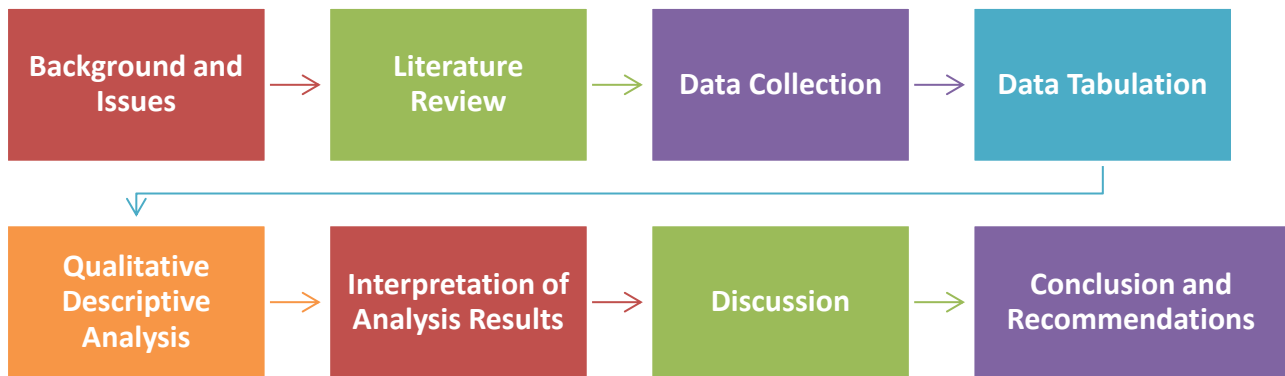


Figure 1. Research Flow

This study focuses on two main aspects: (1) factors affecting the effectiveness of the Media Center's service as public service information in the Palangka Raya City Government, including a lack of competent human resources, the need to update facilities and infrastructure, limited internet access in remote areas, and inadequate honorarium budgeting for some Regional Work Units (SOPD); and (2) the benefits that the community can derive from the Media Center's service as public service information.

The research location is the Department of Communication, Information, Statistics, and Encoding of Palangka Raya City, located on Jalan Tjilik Riwut Km. 5, Palangka Raya City. This department is responsible for managing information and communication technology and disseminating public information. This research uses two types of data: (1) primary data obtained directly from the source through interviews, and (2) secondary data obtained from supporting documents, such as archives and records related to the research. The data sources in this research include: (1) data or information obtained directly from interviews with Andika Afriadhy, S.T, a Young Expert Public Relations Practitioner and Sub-Coordinator for Public Communication Media Management at Diskominfo Palangka Raya City, and (2) supporting data obtained from documents and the Media Center's website.

Data collection was conducted through field research using the following methods: (1) documentation, which involves collecting data from written documents, images, and relevant archives; (2) observation, which involves direct observation of activities related to the research object; and (3) interviews, which involve in-depth interviews with informants knowledgeable about the research topic and several samples from the community using the Media Center.

The instruments used in this research include: (1) interview guidelines, which are a series of questions designed to extract information from informants, and (2) data/document collection, which involves directly gathering data from websites and other supporting documents. The data obtained is analyzed using qualitative data analysis techniques. This process involves collecting, interpreting, and organizing data to produce conclusions that answer the research questions. Analysis is conducted continuously throughout the research process. Data is analyzed to explain, describe, and present the research results in detail. With this research method, it is hoped to gain an in-depth understanding of the effectiveness of the Media Center service in Palangka Raya City and the factors influencing it, ultimately contributing to the improvement of electronic-based public service quality.

RESULTS AND DISCUSSION

The Palangka Raya City Government has a long and significant history in its formation and development. The city is part of the Central Kalimantan Province, established based on Emergency Law Number 10 of 1957. Palangka Raya was designated as the provincial capital in 1959, and it has since evolved through various stages of enhancement and administrative changes. The formation of Palangka Raya as a municipality was marked by the establishment of several main

sub-districts, namely Palangka Sub-district in Pahandut, Bukit Batu Sub-district in Tangkiling, and Petuk Katimpun Sub-district in Marang.

The vision of the Palangka Raya City Government is "To Realize an Advanced, Harmonious, and Prosperous Palangka Raya for All." Its missions include: (1) Realizing the advancement of Palangka Raya City through the development of infrastructure, information technology, energy management, water, land, waste, building management, spatial planning, and transportation; (2) Achieving harmony among all elements of society through the development of health, education, youth, public services, harmony, and security; (3) Realizing community welfare through the development of industries, small and medium enterprises, tourism, and banking.

Geographically, Palangka Raya City is located between 113°30'-114°07' East Longitude and 1°35'-2°24' South Latitude, with an area of 2,853.52 km². The city consists of five sub-districts: Pahandut, Sabangau, Jekan Raya, Bukit Batu, and Rakumpit, with a total population of 299,000 people in 2021. Jekan Raya Sub-district is the most densely populated area, with a population density of 406.22 people per km². Overview of the Communication, Information, Statistics, and Encryption Office of Palangka Raya City

The Communication, Information, Statistics, and Encryption Office of Palangka Raya City, located at Jalan Tjilik Riwut Km. 5.5, is responsible for planning, developing, and managing communication, information, statistics, and encryption according to regional authority. The main functions of this office include formulating technical policies, providing guidance and supervision, implementing the development and maintenance of facilities and infrastructure, and conducting supervision and security efforts.

The office's policies and targets include: (1) enhancing resources in the field of information and communication; (2) organizing activities in the field of information and communication; (3) improving communication and information technology infrastructure. The organizational structure of this office consists of several key positions such as the Head of Office, Secretary, and heads of divisions responsible for the fields of informatics applications, public information management, public communication management, as well as statistics and encryption.

This research includes an analysis of the effectiveness of the Media Center service as a public information service in the Palangka Raya City Government. Based on the data obtained, some of the main factors affecting this effectiveness are:

1. Lack of Competent Human Resources (HR): The lack of professional personnel capable of optimally managing information and communication technology remains a major challenge.
2. Facilities and Infrastructure that Need to Be Updated: The facilities used in public services through the Media Center still require updates to ensure more efficient and effective services.
3. Internet Network Not Reaching Remote Areas: Limited internet networks in some areas hinder information access for communities in remote areas.
4. Inadequate Budgeting for Admin Honorarium: Insufficient budgeting for admin honorariums in some Organizational Units (OPD) leads to low motivation and performance among managers.

The benefits that the public can gain from the Media Center service include easier and faster access to public information, increased transparency in information dissemination, and enhanced community participation in government processes. By understanding and addressing the factors affecting the effectiveness of the Media Center service, it is hoped that the quality of electronic-based public services in Palangka Raya City can continue to improve, ultimately contributing to the overall

welfare of the community. The Media Center can be easily accessed by the public through the following media: website (mediacenter.palangkaraya.go.id), Instagram ([kominfoplk](https://www.instagram.com/kominfoplk)), Twitter ([@kominfoPLK](https://twitter.com/kominfoPLK)), and YouTube (Kominfo Palangkaraya).

CONCLUSION

Public administration plays a crucial role in governance and public service to achieve general welfare and educate the nation's life in accordance with the 1945 Constitution. With technological advancements, public services can now be conducted more effectively and efficiently through E-Government. In Indonesia, the implementation of E-Government began with Presidential Instruction No. 3 of 2003, which encouraged various government agencies to adopt information technology. The Palangka Raya City Government is an example of a region that has implemented E-Government through the development of a Media Center, aimed at enhancing public information dissemination and facilitating community complaints. This Media Center is supported by equipment The Role of Information and Communication Technology in Promoting Sustainable Development in Indonesia and is responsible for providing accurate and up-to-date information to the public.

This research uses a descriptive qualitative method to analyze the effectiveness of the Media Center services in Palangka Raya and identify the factors influencing it. The main factors identified include the lack of competent human resources, the need for updated facilities and infrastructure, limited internet networks in remote areas, and inadequate budgeting for admin honorariums. Despite these challenges, the Media Center services offer significant benefits, including easier and faster access to public information, increased transparency, and higher public participation in governance. By understanding and addressing these challenges, it is hoped that the quality of electronic-based public services in Palangka Raya City can continue to improve, contributing to the overall welfare of the community.

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