Implementation Of Public Services Based On The Digides Application (Digital Village) In Pondok Kelapa District, Central Bengkulu District"

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Abstract: This research discusses the implementation of public services based on the Didiges application in the village government service and administration system. This research is based on Law no. 25 of 2009 concerning Public Services and Presidential Decree 95 of 2018 concerning Electronic-Based Government Systems. The aim of carrying out this research is to determine the extent of implementation of public services based on the Digides application, as well as the factors that influence its implementation in Tanete Rilau District. By using descriptive qualitative methods, this research produced several findings such as the quality of use of online administration features, online correspondence services, and the minimal use of mobile applications by residents. From the theory of Donald S. Van Meter and Carl E. Van Horn, it was found that the most influential factors in the implementation of Digides application-based public services in Pondok Kelapa District are policy standards and targets, resources, relationships between organizations, characteristics of implementing agents, social conditions, politics, and economics, as well as the disposition of implementers. Based on the results of the research analysis, the village government plays an important role as the front guard that serves the community more closely. Therefore, the village government should actively provide outreach regarding the use of the Digides application to the community so that digital transformation can run optimally.

Keywords: Implementation, Public Services, Digital, Digides Applications.

Introduction

The increasingly rapid and sophisticated development of digital-based technology has had an impact on all aspects of human life, both in terms of social, economic, cultural and fulfilling human needs. Today's life is almost inseparable from technology, almost all areas use it, both in terms of knowledge, economy, culture and are spoiled with technology. From those who usually do things using traditional tools, they are now using them with various kinds of technology such as computer technology and so on.The industrial revolution 4.0 that is currently occurring brings various life challenges to every applicable system and the resources that drive it, one of which is the government system. Government is a vital sector in a country which acts to regulate, provide services, etc. to

the country and everything in it. With the challenges of the current technological era, governments are required to be able to adapt or adapt to digital in various administrative activities government. This is what later gave birth to the term e-government or Electronic Government. E-government is the use of information and communication technology supported by internet technology to create better government and improve services to the community. The output of this e-government concept can be seen from the use of digital platforms in government services.Talking about government services to the community or what is usually called public services certainly cannot be separated from the concept that has been regulated by the constitution through Law Number 25 of 2009 concerning Public Services which states that the state is obliged to serve every citizen and resident to fulfill the rights and obligations of their basic needs within the framework of public services which is the mandate of the 1945 Constitution of the Republic of Indonesia and to build public trust in the public services provided by the organizers. Public service is an activity that must be carried out in line with the hopes and demands of all citizens and residents regarding improving public services.

Public services play an important role in the system of national and state life in Indonesia, where the government is found as the actor providing services and the community as the object or target of government services. In addition, public services can also be seen as an important indicator in assessing government performance, both at the central and regional levels. Government administration is said to be good if the public services provided are oriented towards the interests of the community. Good and quality service has implications for satisfaction with the community, because the community directly assesses the performance of the services provided.Quality public services are a strategic point in building good governance practices which have become a necessity for the government and become the ideals of the Indonesian people..Therefore, achieving quality public services is certainly a hope for the village government system. Village leaders apply various leadership styles to achieve good governance. Apart from that, various forms of government innovation models are also carried out to achieve the big target of achieving good governance. One form of government innovation is technology-based government administration or e-government. This is in line with Article 1 of Presidential Decree 95 of 2018 concerning Electronic-Based Government Systems which states that an electronic-based government system, hereinafter abbreviated as SPBE, is government administration that utilizes information and communication technology to provide services to SPBE users.The application of e-government is basically intended to overcome various kinds of unrest in the world of government, both in terms of administration and service. However, in reality, public administration services are still often found using manual systems. Even though it is known that the manual system is used in the middle There are several digital developments in the world of government.Weaknesses include public services that are complicated and take a long time, data that is easily damaged or lost, and uses too much energy from government officials.The use of Digides services by village governments is a form of e-government implementation. One of the sub-districts that is actively implementing this service is Pondok Kelapa Sub-district in Central Bengkulu Regency. All villages (8 villages) in this sub-district have used Digides services in their government service and administration

systems. Village digital innovation through the Digides application in Pondok Kelapa District villages should be able to make public services of even higher quality, where this system can cut bureaucratic twists and turns and encourage openness of information about villages. However, based on empirical data and the author's initial observations with the community and village officials in Pondok Kelapa District, it turns out that there is still minimal participation from village communities in using the Digides application in public services. Based on Digides user data, the three villages recorded as being the most active in using Digides services (Pondok Kelapa Village, Pekik Nyaring Village, and Sri Kuncoro Village) as measured in terms of online correspondence services, online administration, and mobile apps also show that there is still minimal community participation.This phenomenon provides quite an illustration of the problem digital that occurs at the village level. In an era that requires society to adapt to the digital world, it turns out that digital is not yet fully accepted within society. Based on the description of this phenomenon, the author can conclude that there are various factors that influence the occurrence of this problem. This could be influenced by the quality of the digital system offered, the rural environment and minimal access to information, and so on.

Methodology

This research uses qualitative research methods to describe the problems studied. Characteristics of qualitative research according to Steven Dukeshire & Jennifer Thurlow in (Sugiyono, 2015) qualitative research is concerned with data that is not numbers, collecting and analyzing narrative data. Qualitative research methods are mainly used to obtain rich data, in-depth information about the issue or problem to be solved.Sugiyono, (2015) believes that qualitative research methods are based on the philosophy of postpositivism which is used to examine the condition of natural objects. The researcher's position is as the core of the instrument, data collection techniques use a data triangulation (combined) system, data analysis in this method is inductive or qualitative, and the results of research in this qualitative method emphasize meaning rather than generalization.Researchers can be said to be the core or can be called key instruments in qualitative research. To gain a deeper understanding of the implementation of digital village policies in public services, research methods are needed that are in accordance with what is being researched by researchers, with combined data collection techniques. Analysis is carried out based on facts in the research field or actual and visible data. Therefore, qualitative research places more emphasis on actual meaning, not generalization.The researcher used a qualitative method approach because the researcher wanted to objectively describe and describe the situation obtained from the results of interviews and field notes. Researchers want to see how the implementation of public services based on the Digides (Digital Village) application in Pondok Kelapa District, Central Bengkulu Regency

Result and Discussion

The author analyzes the implementation of public services based on the Digides (Digital Village) application in Pondok Kelapa District, Central Bengkulu Regency. The discussion can be seen in the following sub-chapter.

Content of Policy (Content of Policy)

In this variable there are 6 indicators which will be explained, namely, the results of interviews, observations and documentation related to the Implementation of Public Services Based on the Digides Application (Digital Village) in Pondok Kelapa District, Central Bengkulu Regency

1. Interests Influenced in the process of implementing this program. What is meant by interests influenced by the program is the role of the government, in this case village government officials, in implementing and managing the Smart program to improve public services. The Central Bengkulu Regency Government has been quite supportive of this program, but there are still several obstacles that are obstacles to this program. And also for the community, there are still people who don't understand digital technology, where they don't understand how to use the village website and the internet, they still carry out services at the village office.

2. Types of Benefits The SMART program is very beneficial for the community if it is really implemented well because this program can make it easier for people to access services and can speed up services to the community. The government's efforts, in this case, Pondok Kelapa District, Central Bengkulu Regency, have fully supported the implementation of this program so that all the people of Pondok Kelapa village in Central Bengkulu Regency can feel the benefits of this program. Based on the results of interviews and observations that researchers obtained, the implementation of the SMART program was good because it provided better service than the previous service.

3. Degree of Change A program cannot be separated from the existence of a goal to be achieved. The resulting benefits are closely related to the degree of change expected from this program. From the results of interviews conducted by researchers, it can be concluded that the degree of change desired from the SMART program is very good because the government wants to improve the quality of public services, especially in villages, from offline services to online services, although there are still obstacles in implementation, this program is already very good.

4. Position of the Policy Maker In the 2018-2023 Central Bengkulu Regency RPJMD regarding the SMART program, the position of the policy maker in this case is the executive government, in this case the Regent of Central Bengkulu Regency. Next, it will be followed up by Pondok Kelapa District and Central Bengkulu Regency in accordance with their duties and functions. However, to achieve the success of this program there must be support or support from other agencies. There must be coordination between agencies in implementing this program to make it more efficient and effective.

5. Program Implementers In a program implementation, who is the program implementer will be the determinant of the creation of the goals of a program. A program can be successful if the bureaucracy is carried out in accordance with a clear division of tasks and compliance from the program implementers. The main program implementers in this case are all village officials in Central Bengkulu Regency.

6. Resources Provided In implementing a policy, there are resources that are used to implement a policy. The need for resources to support the implementation of a program is the main thing because it can have an impact on achieving effective and efficient performance goals. In implementing this smart service program, there are human resources and infrastructure that have supported the process of implementing the smart program in Pondok Kelapa Village.

Policy Context (Content of Policy)

The policy context referred to in this research is the environment that influences the implementation of the SMART program. In an implementation environment there are 3 indicators, namely as follows:

1. Power, Interests and Strategies of Actors Involved Policy implementation is never free from the influence of power, interests and strategies carried out by certain parties, both in policy making, policy implementation and parties outside the policy, both directly and indirectly. Indicators of the policy context are satisfaction, interests and strategies of the parties involved. The purpose of this is the village government apparatus in implementing the SMART program and the strategies used to achieve the goals of this program. The main actor or party who has influence in implementing the SMART program is the village head, but to run this program there are other actors who have influence in running this program, namely all village government officials.
2. Ruling Institutions In the implementation of policies that have been made, of course the characteristics of the stakeholders cannot be separated, in this case they are consistent and responsible in carrying out their respective functions. The running of the SMART program is influenced by the attitude of village government officials regarding their attitude in implementing the SMART program.
3. Compliance and Responsiveness The level of compliance and response of policy implementers is a form of support that influences program implementation. Merile S. Grindle suggests that the final indicator in this policy context dimension is also determined by the extent of compliance and response of implementers in response to a policy. From the results of researchers' observations, the government of Pondok Kelapa Village is quite good. In contrast to village government employees who still lack discipline in carrying out their duties, discipline is the main factor in the success of a program as well as consistency in implementing this program.

Factors Inhibiting the Implementation of Public Services Based on the Digides Application (Digital Village) in Pondok Kelapa District, Central Bengkulu Regency

Based on research carried out by collecting data by conducting interviews and observations from this research, it is known that the Inhibiting Factors for Implementing Public Services Based on the Digides Application (Digital Village) in Pondok Kelapa District, Central Bengkulu Regency, namely;
a) The communication did not run smoothly
b) Lack of quality of human resources, especially in understanding technology

c) The bureaucratic structure regarding the digital village program only follows the Operational Implementation Guidelines for the Bengkulu Province Smart Program, juklas-juklis

d) The community has not completely switched to using digital village websites.

Government Efforts to Overcome Barriers in Implementing Public Services Based on the Digides Application (Digital Village) in Pondok Kelapa District, Central Bengkulu Regency

To implement and realize the goals of the SMART program in Pondok Kelapa Village is not an easy thing. In its implementation in the field there are still many obstacles that need to be overcome. As a form of responsibility for the main tasks and functions of village government, the following efforts are made:

1. Conduct outreach to all village heads via online or via zoom meetings so that the community understands the importance of the SMART program so that it can be a supporting factor so that all parties can carry out this program as optimally as possible.

2. Provide guidance on website creation and management to all village officials in Pondok Kelapa Village. This activity was carried out to provide understanding and learning to village officials as implementers of the SMART village program to create and run their village website.

3. carry out monitoring and data collection activities on the village website network in Sinjai district which is carried out directly by the team that has been formed. Monitoring and data collection were carried out to see the obstacles and problems experienced by the village government in implementing the SMART Village digital-based public service program.

4. holding a village website assessment competition at the Central Bengkulu Regency level which is usually held at the end of the year or in December with the aim of evaluating the development of village websites and to provide motivation to village government officials to run and own their village websites.

Discussion of Main Research Findings

Implementation of SMART Vaillage Digital-Based Public Services in Pondok Kelapa Village, Pondok Kelapa District, Central Bengkulu Regency. Research was carried out by analyzing policy content and policy context. Smart Village is an integrated village development program that combines the use of digital technology, productive economic activities, creative economic activities, and accurate and fast services.Smart Village provides convenience in administering government, especially in the field of village government services. All village government programs that are oriented towards community interests can be implemented more effectively and efficiently. Research conducted related to the Implementation of the Smart Village Program in the Field of Public Services in Kampung Anyar Village. Furthermore, research by Herlisa Maulidia in 2019 related to the Implementation of the Smart Village Program (Tamansari Village, Sidodadi District, North Bengkulu Regency). Research by Siti Komsatun in 2018 related to

Public Service Innovation through the Implementation of the Smart Village Program in Durian Regency.The three studies examined different loci, but the time conditions for the latest research were 2019, while the author's research was conducted from 2022-2023, where this research looked at the implementation of services. Researchers are more interested in how the Smart Village program is implemented and implemented in digital-based public services in Pondok Kelapa Village.

Discussion of Other Interesting Findings

The Smart Village in Pondok Kelapa Village has been running since 2019 and was officially launched in 2021. The agency responsible, in this case the Sinjai Regency Information and Coding Communication Service, has provided training, guidance and assistance in creating and managing the desa.id website for 67 villages in the area. is in Central Bengkulu Regency. The SMART Village program is implemented based on the RPJMD of Central Bengkulu Regency and the vision and mission of the Central Bengkulu Regency government. While there is no Regent's Regulation that underlies the implementation of this program, the government should issue a Regional Regulation or Regent's Regulation so that its implementation can be more focused and effective.

Conclusion

This research shows that the implementation of Public Services Based on the Digides Application (Digital Village) in Pondok Kelapa District, Central Bengkulu Regency is not good, because: (1) From the communication aspect, it shows that the communication carried out was less successful due to a lack of clear information to the community in using digital village features and the Village Apparatus did not monitor the RT/RW to provide outreach to the community. (2) From the resource aspect, it shows that the lack of successful resources is due to the inability of the Pondok Kelapa Village community to implement the digital village program because it requires special abilities, at least the community must have an Android-based cellphone. (3) From the aspect of bureaucratic structure, it shows that the bureaucratic structure is less successful because the digital village program only follows the Bengkulu Province Smart Program Operational Implementation Guidelines, the operational guidelines only contain techniques, while there are no specific Standard Operating Procedures (SOP) containing administrative content. (40 From the aspect of public services, it shows that public services are less successful because the community has not completely switched to using the digital village website to carry out simplified digital village procedures so that there are still people who come directly to the Pondok Kelapa Village Office.The digital village in Pondok Kelapa Village has various kinds of obstacles as above. However, the disposition aspect has succeeded in implementing policy implementation values which shows that the Pondok Kelapa Village Apparatus already knows and understands the function of the digital village website

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