



Implementation of the Use of the Website as a Media of Information and Public Services for the Community in the Pamong Praja Police Unit of South Sumatera Province

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ARTICLE INFO

ABSTRACT

Article history:

Received: Jun 19, 2022

Revised: Jul 20, 2022

Accepted: Aug 30, 2022

Keywords:

Implementation,
Satpol PP,
Website

Indonesia Number 95 of 2018 concerning Electronic-Based Government (SPBE). This study aims to describe the management of information and public service websites through the official website to improve the public services of the South Sumatra Satpol PP. The administration of public information through the website is the government's effort to utilize technology that provides easy access to information for the public. The method used in this research uses a qualitative approach with a descriptive type of research. The research design is a case study. Data collection techniques are primary data (observation and semi-structured interviews) and secondary data (documentation). The results of the study indicate that the governance of public information is not optimal. Therefore, information governance through the website has not been able to improve public services in the South Sumatra Satpol PP unit. The thing that becomes an obstacle for the management of the South Sumatra Satpol PP website is the problem of the internet network, the weak quality and quantity of human resources/experts in the field of information and technology and other obstacles, so that the use of the South Sumatra Satpol PP website media to support the management of public information in South Sumatra is still needs to be addressed in order to create public information disclosure and good governance.

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1. Introduction

Human resources (HR) is the driving force behind an organization. Likewise in a business or company, the progress of an organization is determined by the amount of its human resources. So that human resources in an agency become an important concern in an effort to achieve goals in an agency. The success of an agency/organization is determined by the quality of the people in it. HR will work optimally if the organization can support career advancement by looking at HR competencies. Through HR training and development, it can increase the productivity, effectiveness and performance of HR.

According to Sukanto, (1997) employee performance is one of the comparisons between the input and output ratio of the results obtained to resources. HR in this case is employees in an organization is the main factor determining the progress of the organization as a whole, this is done by motivating HR in an organization so that it can lead to an organizational commitment so that HR can work optimally and produce the best service so that the main goal of an organization can be achieved. achieved.

The Civil Service Police Unit (Satpol PP) is an institution established based on the mandate of Government Regulation of the Republic of Indonesia Number 32 of 2004 concerning Organizational Structure, Roles, Formation, Position, Authority, Rights, Duties, and Obligations of State Civil Apparatus. The Civil Service Police Unit (Satpol PP) with an emphasis on efforts to foster public order (Trantibum), provides early warning and countermeasures to maintain public order and order (Tramtibmas). Enforcement



of Regional Regulations (Perda) which must be obeyed by all parties who have procedural authority. This effort is manifested in the form of a community protection system, where the interests of the community come first (Septiwi, 2015).

Based on Article 1 point 7 of the Regulation of the Minister of Home Affairs Number 40 of 2011 concerning Guidelines for the Organization and Work Procedure of the Civil Service Police Unit, Satpol PP is part of the regional government in the fields of enforcement of regional regulations, public order, and public peace.

In its implementation, the task of Satpol PP is in dire need of community support to fulfill its duties and responsibilities. Communities can participate in maintaining public order and peace in their respective environments by reporting any disturbances that occur in the surrounding environment to members of the Satpol PP, so that these disturbances can be handled immediately. However, without adequate facilities, the community does not know how to report the problem to the Satpol PP and this hinders the Satpol PP in solving the problem. With the development of today's communication technology, public reports can be submitted to the Satpol PP in a short time. The report can be submitted via telephone, SMS, or other social media. Therefore, this research was conducted in order to help connect communication between the community and the Satpol PP through a system that can accommodate reports of disturbances in public peace and display them to the public in the form of visual data. Visual data is one of modern visual communication that can be a solution to present data to make it easier to understand. In terms of language, it can be interpreted as a visual display in the form of graphics from certain information and data. Its use is to present structured data or not to use graphics or materials to display the information contained in the data. . The visual data can help Satpol PP to provide services to the community. This research can help Satpol PP to solve their problems in managing and maintaining public peace and order (Trantibum). This can also be an example in an effort to provide convenience for the community so that they can contribute to the government (Selvi, 2021).

In the era of digitalization, one of the media that is often opened by the public is the website, this is because it is easy to access the internet. Therefore, the website must be made as good and attractive as possible, because the public will be very interested if the website is made very attractive and easy to access. and can provide services in the form of data and information for the community. A website is a collection of web pages and their supporting files, such as image files, videos, and other digital files that are stored on a web server that can generally be accessed via the internet. Or in other words, a website is a collection of folders and files that contain many commands and certain functions, such as display functions, functions to handle data storage, and so on (Cahya, 2021).

2. Method

In this study, the research methodology used to analyze the research entitled Implementation of the use of the website as a medium of information and public services for the community in the civil service police unit of South Sumatra Province is a qualitative research approach with a case study strategy. To support the analysis of the previously collected data, a prototype social vulnerability analysis system model was developed based on reports of disturbances from the community. Data collection is done through literature study. The process of collecting and analyzing data is carried out by observing the phenomena that occur around and conducting a literature study on the problems observed. In this case, the observed phenomenon is the process of reporting and handling disturbances by the Satpol PP in South Sumatra. The main problem faced by the South Sumatra Satpol PP in overcoming public peace and unrest is the limited human resources of Satpol PP members who understand website-based information systems.

3. Results And Discussion

3.1 Implementation of the use of the website as a medium of information and public services for the community in the Civil Service Police Unit of South Sumatra Province

Local governments are required to be able to provide effective public services, this is in line with the development of science and technology. There are many media that can be used as a tool by the government in particular satpol PP in South Sumatra which aims to convey information to the public. One way to provide effective public services is to provide the latest information provided through online services, namely the

website. The use of the website as an electronic medium is to improve electronic services, which makes it easier for the public to access information, services, and others through the South Sumatra Satpol PP website. The main goal in a good government is the achievement of government conditions that can guarantee the interests of public services in a balanced way by involving cooperation between all components of actors (state, civil society, community institutions, and private parties). Based on this, to realize a good government it is necessary to have information openness, good public services, ease of public access to information, and so on. Through the South Sumatra Satpol PP website, it can reflect one of the implementations of good governance, this is because the South Sumatra Satpol PP website can be accessed easily via the internet by the people of South Sumatra. Through the South Sumatra Satpol PP website, the people of South Sumatra can access easy information, find out the latest news in the South Sumatra Satpol PP area. This is in line with the theory of electronic public relations (e-pr), where there is a relationship between the community and the government, while the website acts as an intermediary. Through the government website, in this case Satpol PP does not need to be too difficult to provide information to the people of South Sumatra.

Based on Article 5 of the Government Regulation of the Republic of Indonesia Number 16 of 2018 concerning the Civil Service Police Unit that the task of the Satpol PP is to enforce Regional Regulations and Regional Regulations, maintain public order and peace and provide community protection. In terms of carrying out its duties, Satpol PP strives for activities organized by Satpol PP to enable the Central Government, Regional Government, and the community to carry out their activities in peaceful, orderly, and orderly situations and conditions in accordance with their authority in the context of enforcing Regional Regulations and Regional Regulations.

Website as a means of information provides easy access to information. On the South Sumatra Satpol PP website, there are many things that can be accessed by the people of South Sumatra, such as the latest news from the South Sumatra Satpol PP, about PERDA, information facilities and so on. All of this can be accessed easily on the South Sumatra Satpol PP website. So that people who need information regarding the South Sumatra Satpol PP or other important information can directly access the South Sumatra Satpol PP website.

In terms of website management, it means that there must be a government role in supervising the development of technology and information, especially the South Sumatra Satpol PP website which can be implemented by monitoring, managing, revising, and utilizing the website itself to convey information that should be known to the public, especially the public. South Sumatra. In addition, the public can also convey their aspirations to the government, especially the South Sumatra Satpol PP regarding government policies that are not approved by the public through the South Sumatra Satpol PP website. Websites can be used as a medium by local governments in carrying out e-government goals. E-government refers to the use of information technology by governments, such as using intranets and the internet, which have the ability to connect the needs of citizens, businesses, and other activities. Can be a process of business transactions between the public and the government through an automated system and internet network, more commonly known as the world wide web. (Aprilya, 2012)

In its implementation, the use of the website as a means of public information on the South Sumatra Satpol PP website has not been effective, this is based on observations made by researchers, namely the existence of a reporting process made by the community through the website and handling disturbances by the Satpol PP in South Sumatra by taking preventive measures. conveying through the website is not optimal because the reporting process is often hampered due to the lack of human resources who manage the website so that the submission of reports by the public accumulates and is hampered in handling by the South Sumatra Province Satpol PP.

3.2 Obstacles in the Implementation of Using the Website as a Media of Information and Public Services for the Community in the Civil Service Police Unit of South Sumatra Province.

The current era of digitalization creates a lot of technological creativity, this is also supported by rapid technological developments. However, not all people are able to control the rapid progress of technology. Sometimes there are also people who are only able to receive information via the internet without the ability to understand and process the information properly so that there are still many people who often get hoax information.

Through the South Sumatra Satpol PP website, it is hoped that the public will be able to understand the news or information conveyed through the South Sumatra Satpol PP website so that people can get good service. As a regional apparatus that maintains public order and peace, the South Sumatra Satpol PP always



prioritizes professional public services, one of which is by providing the latest information related to the South Sumatra Satpol PP through the South Sumatra Satpol PP website.

With the South Sumatra Satpol PP website, the public and the government can describe a two-way communication relationship, namely two-way communication. Based on Grunig's theory, we can examine that in terms of the existence of the South Sumatra Satpol PP website, it means that there is a progressive approach where the public can submit reports on the existence of an uneasy environment and so on. And the government through the South Sumatra Satpol PP can provide a solution, either preventive or repressive measures through the South Sumatra Satpol PP website.

However, sometimes in its implementation some obstacles are encountered. These obstacles can affect the number of people who can access the South Sumatra Satpol PP website, such as:

- a. In the field of regulation, the government can create a legal umbrella that regulates technical implementation in the management and maintenance of the website, especially the South Sumatra Satpol PP website. This is because the implementation of an activity requires an action and also the provision of adequate facilities and infrastructure.
- b. Human resources that are less than optimal, both from the community and the government. Because even though in the digitalization era, there are still people who don't understand technology so that they don't know there is a government website that makes it easy for them. In addition, the human resources who manage the website are sometimes less than optimal in managing the website in order to attract people's attention to continue to get the latest news, especially on the South Sumatra Satpol PP website. Constraints originating from government human resources can basically be overcome by maximizing human resources to participate in training and human resource development, especially in the field of technology so that they continue to follow the latest technological developments so that they can provide better public services through the website, especially the South Sumatra Satpol PP website.
- c. Limited Facilities and Infrastructure, in this case a concrete solution is needed to be able to provide adequate facilities and infrastructure in order to access and optimize public services in order to achieve the vision and mission of Satpol PP, especially in the South Sumatra region. Because through the internet media, public websites can reach information without having to do face to face with the government. Because through the website the public can submit their complaints against a policy in order to create a peaceful society. Thus the vision and mission of the South Sumatra Satpol PP can be realized to the fullest.

These are some of the factors faced in implementing the use of the website as a medium of information and public services for the community at the Satpol PP of South Sumatera Province.

4. Conclusion

Based on the description of the paper entitled Implementation of the Use of Websites as Information Media and Public Services for the Community in the Civil Service Police Unit of South Sumatera Province, the following conclusions can be drawn:

- a. Implementation of the use of the South Sumatra Satpol PP website as a means of public information is categorized as not effective and efficient because in its use, the South Sumatra Satpol PP website provides the latest news related to the South Sumatra Satpol PP, related regulations, and other information so that the public can access. However, the reporting process made by the public through the website and the handling of disturbances by the Satpol PP in South Sumatra by taking precautions that are conveyed through the website is not optimal because the reporting process is often hampered due to the lack of human resources who manage the website. the submission of reports by the public has piled up and is hampered in handling by the Satpol PP of South Sumatera Province.
- b. The obstacles faced in using the South Sumatra Satpol PP website as a means of public information are:
 - 1) Rules regarding the management of the South Sumatra Satpol PP website.
 - 2) Lack of professional human resources.
 - 3) Limited facilities and infrastructure

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