E-government strategy of Surabaya city government through e-rt / rw to improve the quality of public service

T A Oktariyanda¹, T Rahaju¹

¹Departement of Public Administration, Faculty of Social and Law, Universitas Negeri Surabaya Jalan Ketintang, Surabaya 60231 T: +6231-8280009 line 400-410, F: +6231 8281466, Indonesia
trendaoktariyanda@unesa.ac.id

Abstract. The use of information technology by Surabaya City Government has generated various innovations of public services such as “e-Sapa Warga”, e-Commerce, “e-RT/RW”, e-Budgeting, e-Project, e-Procurement, “e-Pendidikan”. Among the many innovations, e-RT/RW (Rukun Tetangga / Rukun Warga) is an innovation that is quite prominent because there are still many areas that have not implemented. This research can be classified as literature review and critical research. The aims of this research are to describe and analyze e-government strategy in Surabaya City through e-RT / RW to improve public service quality. The result of this research is e-government strategy in Surabaya City through e-RT / RW is already relevant and in accordance with Goldsmith’s theory of e-government. The positive impact of the implementation of e-RT / RW is the increasing quality of public services to bring benefits to all citizens Surabaya City.

1. Introduction

1.1. The Urgency Of The Problem. Have been many efforts made by the Government of the county or city in the whole of Indonesia, to renew the relationship among citizens or businesses and the Government in the context of reform. But not many that enhance the quality of service with the development of technology-based communication and information up to the level of RT and RW. Surabaya became one example of City Government that put great attention to support the development of science, technology, and art for the repair and improvement of the quality of public services. This condition is caused by technology and information into concepts that are closely linked to the public service today. The rapid development of information technology has put it in an important position. Its growth has also been utilized in the various sectors of life, trade, education, health, transport, industry, tourism, environment to the entertainment sector.

In its application to government, the level is urgently needed to improve the quality of public services. Practically the benefits proved necessary to support operational and production management systems. At the very least be an alternative to resolve the issues surrounding the Government's services to the public which often felt still less satisfying. Hughes [1] in the introduction to his book, Public Management and Administration: An Introduction explaining the emergence of a wave of changes in the level of practical public service due to the lack of accountability of the Government in providing services to the public, the practice of formal bureaucracy tends to be stiff with administrative practice
is loaded with a variety of interests in view of Hughes then refers to a loaded with ethical and moral problems of bureaucrats. In the theoretical landscape, Hughes [1] then called for the need to make a change from the old paradigm of public administration Old Paradigm to New Public Management (NPM). More clearly again Caiden [2] argue about the paradigm change as a condition of the bureaucracy of the dead, particularly with the performance of the bureaucracy of the public is very bad and the number of disorders that arise in daily practice public administration with the quantity is not limited to public servants, the appearance of an unpleasant, service was lacking and the amount of corruption practices.

In view of Hughes [1], depart from the conditions brought into momentum for public sector organizations to make changes, one of which can be done by developing E-Government. Through E-Government, public service constraints can be eliminated. Especially in improving public services related to the collection, management, and provision of policy information and a variety of data from or to all members of the community more effectively and efficiently.

Improving the quality of public services with the utilization of information technology in the Government bureaucracy is currently known as the e-Government. E-Government initiative in Indonesia has been introduced through The Presidential Instruction No. 6 of the year 2001 of Telematics (Telecommunications, Media, and Information Technology) [3] to the effect that the Government apparatus must use technology to support telematics good governance and accelerate the process of democracy.

Awareness of the importance of information and communication technology in improving the performance of Government and provide a quality service to the community, this is the fundamental reason that became the city of Surabaya to initiate various programs information and communication technology-based. It can be seen from some of the implementation of information and communication technologies are utilized by the City Government, including developing the site e-Sapa Warga, e-Commerce, e-RT/RW, e-Budgeting, e-Project, e-Procurement, e-Pendidikan.

Improvement of services and the performance of the Government of the city of Surabaya in dire need of control and supervision of the entire component optimally. And that the concept of monitoring and control must involve citizens personally because the citizens of one customer from the City Government, in the sense that from our customer is the main source of information to know the weaknesses of the service in order to increase performance on the next. In landscape theory, it also simultaneously in view Loffler [4] and Considine [5] answered the claim against corporate responsibility and accountability are becoming a prerequisite in Governance.

Associated with the implementation of e-government, the city of Surabaya even received an award as one of the cities in Indonesia that are innovative and creative from Ministry of Internal Affairs Indonesian, i.e., Best Practice Information and Communication Technology (ICT). The success of e-RT/RW is located on the role of permanent members (fixed member account) sapawarga namely the whole head of the village, Head of the subdistrict included the head of the regional unit of the device performance, Chairman of the RW and the Chairman of RT. In this regard, the Chairman of the RT as coordinator of the smallest community residents attempted to connect with virtual worlds and positioned as a bridge of communication at a time window of entry (entry windows) the Affairs of the citizens of related public service provided by the City Government. Chairman of the RT and the Chairman of the RW in the village should be the impetus for the formation of "Cyber Kampung" i.e. situations village/neighborhoods where all its citizen's life activities facilitated by ICT.

Through the concept of Surabaya City Government, eventually developing the site sapawarga.org as a container of communication then followed by host program "e-RT/RW" that combines the reliability of menu – sapawarga.org with the provision of the site menu network infrastructure in the form of the granting of the modem and a free 6-month subscription to the head of RT/RW ready (have a telephone and a PC at home) by PT Telkom Tbk. The concept of the website sapawarga is a kind of social networking website that is now being used many many people such as Facebook, Twitter, and other social networks, but more restrained and responsible. Sapawarga website site development is expected to be used as a container of participation and citizens communications to build and improve
public services the city of Surabaya. So the purpose of this research is to describe and analyze e-government strategy in Surabaya City through e-RT / RW to improve public service quality. In the end, from these goals will have a positive impact for the benefit of all citizens Surabaya City.

1.2. E-Government in Shifting the Perspective of New Public Management-Governance. E-government is defined Holmes [6] as a term referring to the utilization of information technology, in particular, refers to the utilization of the internet, the delivery of public services more exactly, customer oriented, and costs more effectively, and collectively get better results. The World Bank defines “E-Government refers to the use by government agencies of information technologies (such as Wide Area Networks, the Internet, and mobile computing) that have the ability to transform relations with citizens, businesses, and other arms of government. These technologies can serve a variety of different ends: better delivery of government services to citizens, improve interactions with business and industry, citizen empowerment through access to information, or more efficient government management”.

Hughes [1] gives a broader definition of the adoption of information and communication technology by the government as:

"............ The technologies include video conferencing, touchtone data entry, CD-ROMs, the Internet and private Intranets, as well as other technologies such as interactive television and Internet access via mobile phone and personal digital assistants (Hughes, 2003:182)."

In the context of E-Government, Indonesia as known in Presidential Decree No. 20 The year 2006 [7] E-Government is the utilization of information and communication technology in the process of Government to improve the efficiency, effectiveness, transparency, and the accountability of the Organization of the Government.

The real manifestation of E-Government applications that have been implemented and public regulated their implementation is the creation of local government websites. In the Republic of Indonesia Presidential Instruction No. 3 The year 2003 [8] about policy and a national strategy for the development of E-Government, the local government website is one of the strategies in implementing the E-Government development systematically through realistic and measurable stages.

2. Methods

This research can be classified as literature review and critical research. The focus of this research is e-government strategy in Surabaya City through e-RT / RW to improve public service quality. The researcher collected and analyzed data around two months. The data can be obtained by collecting literature data. The researcher collected materials from various sources, such as book reports, research results, reference books, and other written documents related to the research focus as well.

3. Results and Discussion

*Electronic-RT/RW program in the perspective of Governance.* The initiation of e-RT/RW in Surabaya to become an example of the serious efforts of the City Government to improve and enhance the quality of the relationship at the same time the service of the citizens. Thus it can also be meant as a start to the occurrence of the shifting concept of the government towards governance. In the context of the Organization of the Government has established that the efforts of the achievement of good governance, the need to built network (linkages) that is participatory, transparent, and responsive between the pillars of good governance, that is, between the Government, the private sector/ the private and the public. Good governance paradigm assumes that a good Government was oriented to the community and no longer to the bureaucrats. Furthermore, good governance will be created if the entirety of the actors in the 3 pillars of good governance is actively involved in the process of decision-making and implementation of policy. Therefore, the appearance of the site e-RT/RW into one more tool eases communication between the public, the Government, and the private sector. The interactions that can be built for 24 hours a day, 7 days a week without having to wait in long queues,
clearly gives the value of time and cost efficiency in services. On the other hand, speed to respond to all issues is also very likely could be realized. The public can interact and engage actively in public issues.

Program Electronic RT/RW is one of the Government's e-government program the city of Surabaya that the implementation of the program working with PT Telkom Tbk. Through the program electronic RT/RW help component of the Government that is closest to the community by providing the network infrastructure of the internet, such as for the Head, Head, RW, and RT who later directed to the use of the sapawarga website.

Implementation of the electronic Program RT/RW consists of several activities, among others:

1) Logging target program
   Surabaya City Government through party Sub logs a number of RT and RW in each village. The data the number of RT and RW later in selection for RT and RW qualified i.e. have the telephone network Telkom and have a computer or Laptop.

2) Internet Network Infrastructure Division
   Internet network infrastructure Division in the form of a modem and a free 6-month subscription to the head of RT and RW ready and qualified (having a telephone and a computer or Laptop at home).

3) Counseling Account creation and use of the Website Sapawarga
   When the installation is complete, the internet network infrastructure the Government city of Surabaya held public awareness about Account creation and use of the Website Sapawarga. This activity is one of the activities in the Program Electronics RT/RW. Through this program, the RT and RW accumulated at the local district for account creation and operation of outreach website sapawarga.

Through the electronic program of RT/RW by providing internet facilities for Jiran/Rukun Citizens (RT/RW) around the city of Surabaya aim to realize a Smart City-based internet. So that it can increase public participation through the website sapawarga. The website Sapawarga is one of the results of the development of e-government the Government city of Surabaya. Sapawarga website site is owned and maintained by the Community Government Program the city of Surabaya. Website sapawarga Surabaya City Government originally used as a system to improve the monitoring and control of the project. In its development, the website sapawarga developed into a media discussion for the citizens of the city of Surabaya with a concept that resembles the social networking services that are currently crowded used community. The website Sapawarga was created with the aim to be able to communicate the city government public service issues in RT and RW level with their fellow citizens of the city and the city's other elements more easily, quickly and inexpensively through the medium of the internet.

Governments city of Surabaya utilizing information and communication technologies in improving public services to the community through the development of the website sapawarga. Sapawarga website site development is expected to be used as a container of participation and citizens communications to build and improve public services the city of Surabaya. Support the use of the website sapawarga, Surabaya City Government through e-government program implement program "Electronic-RT/RW" that combines the reliability of the site menu of the website sapawarga. Through the RT and RW, sapawarga website is introduced and used to accommodate the aspirations of the community. In addition to the through RT or RW, citizens who already have an ID Card and email can also access the website sapawarga.

Goldschmidt in Indrajit [9] has research results related to important aspects that should be considered by the Government in order for the technology website can effectively support the function and the role of e-government. Results of the study show that there are important aspects which must be fully observed and considered its development by those who want to build an e-government websites, namely:

1. Content
The content (Content) is the most important thing in a website. The website sapawarga as a website owned and managed by the Government city of Surabaya must meet community needs related services. Services electronically through the website sapawarga makes it easy to get public services in the community of Surabaya, making content or content of the website sapawarga can eventually meet the needs of service and will society information. In addition to the public service which is connected directly with the Ministry of the Government of the city of Surabaya. The public can also seek information about the public service more.

In addition to having the content as the fulfillment of the needs of the information society, the website sapawarga also have content that can be used as a means of establishing relationships with officials or community component. Because the website sapawarga are equipped with content feeds. The existence of friendship on the website content sapawarga can better facilitate relations of citizens or communities with Government officials in the city of Surabaya, who can facilitate the communication process that can lead to tradeoffs will be able to enhance community participation.

2. Interactivity

Each of the parties involved must surely require the occurrence of a communication that is "two-way" within the meaning of the word in this transaction data from two sides alternately, then the makers of the website should also pay attention to aspects of this interactivity.

The role of the website sapawarga one of them is a communication tool. As a means of communication of the Website, sapawarga is equipped with a communication medium that is both ways. In this case, by using the website sapawarga community can communicate with components of the community and also the Government.

By using online chat on the website sapawarga, the public can directly communicate with government officials who are accessing the website sapawarga. The community also did not have to wait long to get a response. Different case with the email facility is usually waiting for numerous days to reply to. But should also be supported with the active role of Surabaya city government apparatus itself.

3. Usability

The results of the research showed the number of visitors who do not intend to access a website that even though its content is nice, but slow access or bad navigation can system. The makers of the website, in this case, should be aware that the technology is owned by the audience is very diverse, from the most simple to the sophisticated, so that they all assure you can easily access an existing website, please look for the "common denominator" (the same elements and similar) from the technology used by the entire audience.

The role of the website sapawarga as a medium of information, communication, and participation of citizens will be hard to succeed when the operation of the website is very hard to do. In this case, the operation of the sapawarga website is very easy. Content available on the website is quite an obvious function.

The website sapawarga also has an interesting concept because it is similar to social networking among communities that are developing. With this renewed interest, is expected to be the more access the website sapawarga so that it will enhance public participation in public service, because in the main staple sapawarga website i.e. discussing public service Government later can be the input of the Government in realizing a better public service. The contents of the content are always up to date. With the information always up to date so it can meet the needs of the information society.

4. Innovation

Innovation in this regard is not just a mere additional aspect is given the abundance of creative ideas from the maker's website that directly or indirectly can increase the "context" of
the use of the website for visitors. Sapawarga is one of the city’s Government-run website, sapawarga website has a very interesting concept. The website sapawarga has a concept like social networks come with online chat, friendship, government ministries, and others.

Innovations that create new ideas in the development of the website sapawarga, in addition to the citizens or the public can facilitate in getting services, website sapawarga also attract citizens or communities in using or accessing the website sapawarga. Innovation-innovation in sapawarga websites such as chat, friendship and electronic shops are quite interesting for the community. To the E-shop content, citizen or society in Kelurahan Rungkut Menanggal already use E-shop content in the website sapawarga.

4. Conclusion

Awareness of the importance of information and communication technology in improving the performance of Government and provide a quality service to the community, this is the fundamental reason that became the city of Surabaya to initiate various programs information and communication technology-based. Through the concept of Surabaya City Government, eventually developing the site sapawarga.org as a container of communication then followed by host program "e-RT/RW" that combines the reliability of menu – sapawarga.org with the provision of the site menu network infrastructure in the form of the granting of the modem and a free 6-month subscription to the head of RT/RW ready (have a telephone and a PC at home) by PT Telkom Tbk. The concept of the website sapawarga is a kind of social networking website that is now being many many people use such as Facebook, Twitter, and other social networks, but more restrained and responsible. “Sapawarga” website site development and e-RT/RW can be used as a container of participation and citizens communications to build and improve public services the city of Surabaya to become better, faster, more sophisticated and more accountable.

5. References

[1] Hughes O, Bellamy C and Taylor J A 2003 Governing in the Information Age (Buckingham: Open University Press)
[2] Caiden G E 1991 Administrative Reform Comes of Age (Berlin and New York: Walter de Gruyter)
[3] The Presidential Instruction Republic of Indonesia No. 6 2001 Telematics (Telecommunications, Media, and Information technology
[4] Loffler E 1997 The Modernization of the Public Sector in an International Comparative Perspective: Implementation in Germany, Great Britain, and the United States (Speyer Germany: Forschungsinstut Fur Offentliche Verwaltung)
[5] Considine M 2001 Enterprising States: The Public Management of Welfare-to-Work. Oakleigh, Victoria (Australia: Cambridge University Press)
[6] Holmes M and Shand D 1995 Management Reform: Some Practitioner Perspectives on the Past Ten Years Governance 8 551–578
[7] The Presidential Decree Republic of Indonesia 2006 E-Government
[8] The Presidential Instruction Republic of Indonesia 2003 The National Policies and Strategies of E-Government Development
[9] Indrajit R E 2005 Electronic Government In Action (Yogyakarta: Andi)