

Analisis Efektifitas Sebuah Website Sebagai Alat Pengumpulan Aspirasi Masyarakat Pada Kantor DPRD Jawa Barat

Analysis Of The Effectiveness Of A Website As A Tool For Gathering Public Aspirations At The West Java Regional Representative Council Office

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Abstract

With the rapid advancement of technology, changes are constantly taking place. Advances in technology allow humans to continue to create new things that can benefit humanity. The term digitalization is now a common thing for the community. People have been innovating a lot to shorten as much as possible the time needed to complete a job effectively and efficiently. The era of digitalization is slowly spreading in all directions, making the lives of many people more practical. By digitizing government activities, for instance in aspiration taking or online aspiration, the government can improve public services and serve the community easily, openly and quickly. By using qualitative methods, this research will get results from observation and interview techniques. Observations were made by the author directly in the field, and followed a series of activities by members of the DPRD. The results of this study are expected to inspire prospective researchers to further research the same topic so that the research does not stop here. The results of this study are also expected to help the Secretariat of the DPRD of West Java Province to improve the current aspiration-taking system in order to increase the effectiveness and optimization of the system.

Keywords-government, digitalization, online aspiration

I. INTRODUCTION

The government was formed, among other things, to promote public welfare and educate the nation's life. That is, the state is obliged to meet the needs of every citizen through a government system that supports the creation of excellent public service delivery in order to fulfill the basic needs and civil rights of every citizen for public goods, public services, and administrative services. Public services that facilitate the needs of the community, by applying the principles and principles of good public service, then to support the implementation of excellent public services, it is necessary to support human resources who are able to adapt to the development of science and technology, are professional and excel in the public service process.

There needs to be breakthroughs and innovative policies in order to overcome problems while remaining oriented to the best public services provided to the community. Decisions and policies taken, especially related to digitalization, must have a clear and firm impact in order to encourage the creation of people's welfare.

The government is required to be responsive at all times, to public problems and to have a high initiative to find solutions to various public problems. People are getting smarter and more informed so that people tend to "demand more" of public services. Moreover, nowadays change is happening so quickly and so urgently that the services that were once proud of are now considered obsolete or out of date.

Quoted from the article Complaint Management Analysis of the Online Public Aspiration System "Online Public Complaints Aspiration Service" (LAPOR) in Bandung, there are several main components in complaint management, namely:

- A. Commitment. Management and all other members of the organization have a high commitment to listen to and resolve complaints in order to improve the quality of products and services (in the sense of public service here).

- B. Visible. Management clearly and accurately informs customers and employees about how to make a complaint and who to contact.
- C. Accessible. The institution guarantees that customers can freely, easily and cheaply submit complaints, for example by providing toll-free telephone lines or stamped envelopes.
- D. Simplicity. The complaint procedure is simple and easy to understand by the customer (community).
- E. Speed. Any complaints are dealt with as quickly as possible within a realistic time frame for informing the customer. In addition, every development or progress in handling complaints that are being resolved is always communicated to the concerned customer.
- F. Justice. Every complaint gets equal or fair treatment, without discriminating against customers.
- G. Secret. The customer's desire for privacy and confidentiality is respected and guarded.
- H. Notes. Data regarding complaints is structured in such a way as to facilitate continuous improvement efforts.
- I. Companies. The Company allocates adequate resources, facilities and infrastructure for the development and improvement of the complaint handling system, including employee training.
- J. Cure (solution). The appropriate resolution and settlement for each complaint is determined and implemented consequently.

Quoted from the LAPOR website (Presidential Staff Office, 2019), the number of complainants as of January 2019 was 801,257 users. A total of 1,389,891 reports have been submitted. The most reported sources are through websites, followed by SMS, Twitter and mobile apps. Seen from the picture above, there are 876 reports reported for the West Java region.

From the results of a brief interview with the Head of Public Relations of the West Java DPRD Secretariat, it is known that no complaints or aspirations from the LAPOR Website have reached the West Java DPRD. This could be because the 876 complaints did not exist, and more because the number of complaints may increase from year to year, addressed to the West Java DPRD and indeed the complaints and aspirations did not reach the intended parties (Tricahyono, 2021). He also said that until now people's aspirations can be conveyed through the Instagram social media platform. People who want to submit any complaints or messages can easily send messages through the Direct Message service. The message will be managed by Public Relations and will be followed up to the faction section which will be handled by DPRD members.



Figure 1.4 East Java DPRD Instagram Platform Source: Instagram

With the construction of the Online aspiration system, the public can view information about urban facilities and infrastructure provided by the West Java DPRD and mobile-based communication forums, making it easier for people to take advantage of Government services that can be accessed from smartphones with internet access. By prioritizing the Online aspiration Platform, it is hoped that the aspirations of the community can be more responded to and the solutions to public complaints can be assisted to be resolved with objective decisions for the common interest. Therefore, the researcher chose the title "**Analysis of The Effectiveness of Online Platform as A Tool For Gathering Public Aspirations at the West Java Regional Representative Council Office**".

II. LITERATURE, REVIEW AND RESEARCH FRAMEWORK

A. Digital Transformation

Transformation is the creation and change of a whole new form, function or structure. To transform is to create something new that has never existed before and could not be predicted from the past. Transformation is a "change" in mindset. It is based on learning a system of profound knowledge (see SoPK section) and taking

actions based on leading with knowledge and courage. (Daszco, 2017). Meanwhile, according to the Webster Dictionary (2020), transformation means change into something, transformation can be considered as a process of total change from a form to a new figure which can be interpreted as the final stage of a process of change, as a process that is carried out in stages. Both space and time factors are very influential in these changes.

Digital transformation is a change in looking for the handling of a job by using information technology to gain efficiency and effectiveness. Examples of several fields that have implemented digital transformation are education with e-learning programs, business with e-business, banking with e-banking, government with e-government, this digital transformation is expected to help increase the efficiency and effectiveness of using databases.

The first stage in the digital transformation process is to convert paper documents into digital (electronic) forms. This stage is aimed at government institutions at all levels in implementing a digital transformation system to convert non-electronic document forms into electronic forms.

B. Public Service

According to (Riani, 2021) Public service is an activity or a series of activities in order to fulfill service needs in accordance with regulations legislation for every citizen and residents for goods, services, and/or administrative services provided by public service providers, namely the state., according to Agustina (2019), source says that: public service is the provision of services (serving) the needs of people or communities who have an interest in the organization, according to the basic rules and established procedures.

Based on the 1945 constitution number 25 of 2009 concerning Public Services explains that public services are all forms of activities in the context of regulating, coaching, guiding, providing facilities, services, and others carried out by government officials as an effort to fulfill the needs of the community following applicable laws and regulations.

C. Information Technology

According to Naibaho (2017) Information Technology is a technology that is used to process data, including processing, obtaining, organizing, storing, manipulating data in various ways to produce quality information, i.e. relevant, accurate and timely information, which is used for personal, business, and government purposes and is strategic information for decision making decisions. Yg zulfah ganti sama ini. Information technology refers to all forms of technology used to create, store, transform, and use information in all its forms. Another theory is also expressed by Astini (2020), information technology is a general form that describes any technology that helps produce, manipulate, store, communicate, and/or convey information.

D. Information System

An information system is a system within an organization that brings together the needs of daily transaction processing, which supports the operational functions of a managerial organization with strategic activities of an organization to be able to provide certain outside parties with the required reports. According to Mustika Intan Suri (2020), information system is a component consisting of humans, information technology, and work procedures that process, store, analyze, and disseminate information to achieve a goal. An information system is a system that can be defined by collecting, processing, storing, analyzing, and disseminating information for a specific purpose. Like other systems, an information system consists of inputs (data, instructions) and outputs (reports, calculations).

E. Online Platform

According to the KBBI, what is meant by Platform can be interpreted as a work plan or a program. The word "Platform" can refer to various aspects. As for if it is related to technology, then it becomes a digital platform or online platform. Digital platforms or online platforms are programs that can be used to run existing work plans. Digital platforms or online platforms can be used as a medium for running digital-based systems.

F. Aspiration

The General Guidelines for the Management of Public Aspirations and Complaints of the House of Representatives of the Republic of Indonesia Year 2010 explains that aspirations are the strong wishes of the people submitted to the DPR RI in the form of statements of attitudes, opinions, hopes, criticism, input, and suggestions related to duties, functions, and authorities DPR RI. While absorbing aspirations are board activities carried out by listening, paying attention, receiving, studying, and reviewing aspirations, both those that develop in the community and those that are reported to the DPR RI (Goni et al, 2019).

G. Regional House of Representatives Council (DPRD)

In the Law of the Republic of Indonesia Number 23 of 2014 concerning Regional Government Article 1 paragraph (3) states that "42 regional governments are regional heads as elements of regional government administration who lead the implementation of government affairs which are under the authority of autonomous regions", further Article 57 states that "the implementation of provincial and district/city regional administrations consists of regional heads and DPRD assisted by regional apparatuses".

III. RESEARCH METHODOLOGY

A. Research Methods

The method used in this research is the descriptive qualitative method. Qualitative research is a research method based on the philosophy of post positivism, used to examine the condition of natural objects, (as opposed to experiments) where the researcher is the key instrument, data collection techniques are carried out by triangulation (combined), data analysis is descriptive, inductive/qualitative, and qualitative research results emphasize meaning rather than generalization. As for descriptive research, descriptive research is research that seeks to describe a symptom, event, event that is happening now. Descriptive research focuses on the actual problem as it was at the time the research took place. Through this descriptive qualitative research method, researchers try to describe events and events that are the center of attention without paying special attention to these events, wherein this study researchers want to describe the results of the analysis of conveying public aspirations through an online platform (case study in the West Java House of Representatives).

B. Research Informant

Research Informant is a general term that refers to a person, either representing a person or an institution who provides or knows clearly about an information or becomes a source of information. (Sitoresmi, 2021). In this study, the researcher determined the informants by using the purposive sampling technique. Purposive sampling is a sampling technique of data sources with certain considerations. This particular consideration, for example, the person is considered to know about what we expect related to the problem under study. In this case, the researcher chose the resource persons with the following considerations: (1) Is an employee of the West Java DPRD secretariat, (2) Understand online platforms, (3) Understand the delivery of community aspirations through online platforms, (4) Have enough time to be interviewed, and (5) Does not tend to convey information on the results of their packaging.

C. Types and Sources of Data

The type of data used in this study is the type of qualitative data. Qualitative data is data in the form of words, schemes, and pictures.

Furthermore, the data sources used in this study are:

1. Primary data sources

Primary data sources are data sources that directly provide data to data collectors. The primary data sources in this study were obtained through observation and interview data collection methods.

2. Secondary data sources

According to Sihotang (2018), secondary data sources are data sources that do not directly provide data to data collectors, for example through other people or documents. The secondary data sources in this study were obtained through the document study data collection method.

D. Data Collection Method

Data collection methods in this study are as follows:

1. Observation, researchers conducted direct observations of the object of research, namely the West Java DPRD Secretariat.
2. Interview, used as a data collection technique if the researcher wants to conduct a preliminary study to find problems that must be investigated, but also if the researcher wants to know things from the respondents more deeply. In this study, researchers conducted interviews with research informants.
3. Literature Study, in detail, documentary materials are divided into several types, namely autobiographies, personal letters, books or diaries, memorials, clippings, government or private documents, data on servers and flash drives, and data stored on websites. In this study, the researcher studied reference books, journals, articles, and other sources related to the research being carried out.

E. Data Analysis Method

The data analysis method in this study uses qualitative analysis techniques, namely as follows (Mekarisce, 2020) :

1. Data Reduction. With reduction, the researcher summarizes, takes the main and important data, makes categorizations, based on uppercase, lowercase letters and numbers, and discards unimportant data.
2. Data Display. In qualitative research, data presentation can be done in the form of brief descriptions, charts, relationships between categories, flowcharts and so on. Apart from being in narrative form, displaying data can also be in the form of graphs, matrices, networks, and charts.
3. Conclusion Drawing / Verification. The conclusions put forward are credible conclusions. Thus the conclusions in qualitative research may be able to answer the problem formulation that was formulated from the beginning, but may also not, because the problems and problem formulation in qualitative research are still temporary and will develop after the research is in the field.

IV. RESULT AND DISCUSSION

A. Research Result

1. Constraints faced by the West Java DPRD Secretariat in Managing the Online Submission of Aspirations so that the Program is Temporarily Disabled.

Based on the description that has been put forward, it can be concluded that the obstacles faced by the West Java DPRD Secretariat in managing the submission of aspirations online so that the program is temporarily disabled, namely:

- a. There are still members of the council who do not know what the online aspiration system is, and do not know and even seem to doubt whether this online aspiration system can be better than the current one.
- b. The online aspiration system is considered better than the council members who go on recess by consuming a large amount of funds, but this has not yet been implemented.
- c. The existence of online aspirations has considerable benefits as well as the expectations in it because it is considered more effective and efficient, but this seems to be still as rough as discourse, because it has not been implemented.
- d. There is no understanding related to funding, because the implementation of online aspirations is considered to be able to reduce the income of board members.
- e. The current board members do not get used to keeping up with the modern times.

2. Causes of Not Many People Complaining or Expressing Aspirations through the Online Platforms That Have Been Provided.

Based on the research, it can be concluded that the causes of not many people complaining or expressing their aspirations through the online platforms that have been provided, are:

- a. People express their aspirations through social media rather than online aspirations provided in the official website. This is possible because social media is indeed more popular among people today than online aspirations that have been provided in the official website.
- b. Not all incoming online aspirations are answered directly by board members or carried out immediately even though these online aspirations have been managed by separate division. Only a few that have been resolved, such as the river problem in Cirebon.
- c. People prefer to demonstrate directly in front of the building when they feel that their aspirations are not being heard.
- d. There are not many aspirations on the LAPOR site, because people are more familiar with social media than the LAPOR site.
- e. There was a live event only during the PPKM era, and the rest didn't exist anymore, so people didn't have a lot of aspirations online. So even though there is anticipation when online aspirations explode, up to now online aspirations have not been running optimally.

3. Efforts Made by the Secretariat of the West Java DPRD to be able to Organize an Online Platform for Submission of Aspirations

Based on the description that has been put forward, it can be concluded that the efforts made by the West Java DPRD secretariat to be able to organize a forum for submitting aspirations online, namely:

- a. Socialize the public that in conveying aspirations it is not necessary to take a demonstration, but can be submitted through online platform that has been provided.

- b. Special time is given to socialize the online platform and teach how to access/use it in conveying aspirations.

B. Discussion

1. Discussion of the Obstacles Faced by the West Java DPRD Secretariat in Managing the Online Submission of Aspirations So that The Program is Temporarily Disabled

The obstacles faced by the West Java DPRD Secretariat in managing the online submission of aspirations so that the program is temporarily disabled, the main reasons are as follows:

- a. There are still members of the council who do not know what the online aspiration system is, and do not know and even seem to doubt whether this online aspiration system can be better than the current one.
- b. The online aspiration system is considered better than the council members who go on recess by consuming a large amount of funds, but this has not yet been implemented.
- c. The existence of online aspirations has considerable benefits as well as the expectations in it because it is considered more effective and efficient, but this seems to be still as rough as discourse, because it has not been implemented.
- d. With the complexity in the application of online aspirations, online aspirations have not been implemented even if they are applied online aspirations have considerable benefits and expectations in it.
- e. The current board members do not get used to keeping up with the times.

2. Causes of Not Many People Complaining or Expressing Aspirations through The Online Platform That Have Been Provided

The reasons for not many people complaining or expressing their aspirations through the online platform that have been provided are:

- a. People express their aspirations through social media rather than online aspirations. This is possible because social media is indeed more popular among people today than online aspirations that have been provided.
- b. Not all incoming online aspirations are answered directly by board members or carried out immediately even though these online aspirations have been managed by separate staff. Although only a few have been resolved, such as the river problem in Cirebon.
- c. People prefer to demonstrate directly in front of the building when they feel that their aspirations are not being heard.
- d. There are not many aspirations on the online platform provided in the website, because people are more familiar with social media than the website itself.
- e. There was a live event only during the PPKM era, and the rest didn't exist anymore, so people didn't have a lot of aspirations online. So even though there is anticipation when online aspirations explode, up to now online aspirations have not been running optimally.

3. Efforts Made by the West Java DPRD Secretariat to be able to Organize an Online Platform for Submission of Aspirations

Efforts made by the secretariat of the West Java DPRD to be able to organize a forum for submitting aspirations online, are as follows:

- a. Conducted outreach by members of the council when they are on duty in the field.
- b. Calling on the public that in conveying aspirations it is not necessary to take a demonstration, but can be submitted through the online platform in the website that has been provided.
- c. Special time is given to socialize the online platform website and teach how to access/use it in conveying aspirations.

V. CONCLUSION AND SUGGESTION

A. Conclusion

Based on the description of the discussion that has been put forward, the conclusions in this study are as follows:

1. Constraints faced by the West Java DPRD Secretariat in managing the submission of aspirations online so that currently the program is temporarily disabled, namely: there are still members of the council who do not know what the online aspiration system is like, the online aspiration system is considered

better than the the recess has not yet been implemented, the use of online aspirations seems to be still a discourse, because it has not been implemented, there is no understanding regarding online aspiration funding, and the current board members do not get used to keeping up with the times.

2. The cause of not many people complaining or expressing their aspirations through the online platform that has been provided, namely: people express their aspirations more through social media than online aspirations available, not all online aspirations that come in are answered directly by council members, people prefer demonstrations directly in front of the building when they feel that their aspirations are not being heard, the public is more familiar with social media than the website, and online aspirations are not running optimally.
3. Efforts made by the West Java DPRD secretariat to be able to organize a forum for submitting aspirations online, namely: conducting socialization by council members when they are on duty in the field, urging the public that in conveying aspirations can be submitted through the website, and given special time to socialize the site and teach how to access/use it.

B. Suggestion

The suggestions that can be given in this research include the following:

1. Suggestion for further researchers

The suggestions that can be given in this research include the following:

- a. For further researchers, it is recommended to carry out further research from this research so that research on online aspirations does not stop until this research.
- b. For further researchers, it is also recommended to add informants in their research in order to get more sources.

2. Suggestion for West Java House of Representatives Secretariat

- a. For the West Java DPRD Secretariat, it is recommended to further emphasize efforts to overcome obstacles in managing the online submission of aspirations, so that later through these efforts the West Java DPRD Secretariat can optimally organize a forum for delivering aspirations online. West Java DPRD Secretariat can optimize the existing online aspiration platform by creating a special division to handle it, so that the system will run optimally. A research study is also needed that can compare the optimization of the ongoing manual system with the online system, operationally and financially. So that the results can be seen more clearly with the objective numbers.

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