

## DEVELOPMENT OF VILLAGE WEBSITES TO IMPROVE PUBLIC SERVICE QUALITY IN SULANGAI VILLAGE, BADUNG

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### Abstract

One of the government regulations that supports the e-government program is presidential instruction no. 3. 2003 concerning National Policy and Strategy for the E-Government Development Program, where this policy was the first regulation established to support the development and implementation of e-government in Indonesia. Sulangai Village is a village located in Petang District, Badung Regency, Bali Province. This village is known for its pristine natural beauty and has great potential in the agricultural and tourism sectors. Local village governments continue to improve their public services by using information technology. One way they do this is by building a village website. In this research, researchers used descriptive qualitative methods, where the type of research is used to provide a clear and in-depth picture of certain situations or conditions based on empirical data. This scientific study uses in-depth observational research methods on research objects, namely the Sulangai Village government website and literature study. Relevant data is collected from books, journals, research reports and other relevant documents. From the results of this research, it was found that the development of a village website in Sulangai Village, Badung, has had a positive impact in improving the quality of public services and strengthening relations between the village government and the community. Through the village website, accessibility of information regarding village government activities, public services and the latest news becomes easier for the community.

**Keyword:** E-Government, Public Policy, Website Development

### A. INTRODUCTION

In the increasingly developing digital era, the application of information and communication technology (ICT) has become very important in various aspects of human life, including in public administration (Abbad, 2022). One form of application of information technology (ICT) is electronic government, or electronic government, which aims to increase efficiency, transparency and public participation in government administration (Pratama et al., 2023). By providing a digital platform for interaction between government and society, electronic government can help overcome various bureaucratic obstacles that often hamper public services (Katharina, R., 2021).

Sulangai Village in Petang District, Badung Regency, Bali Province, is an example of a village that is trying to implement the e-government concept by creating a village website. It is hoped that this website will serve as an important means of conveying accurate and up-to-date information to the community, helping residents communicate with the village government, and increasing community involvement in various village programs and activities. This is an initiative that shows the village government's efforts to renew public administration and adapt it to technological advances (Sulistiyowati et al., 2021).

One strategic step to improve public services is to build a village website. Public administration utilizes information and communication technology to increase productivity and increase transparency (Tohopi & Hulinggi, 2023). Village websites can function as a bridge between the community and the village government, providing fast and easy access to information, and enabling the community to access various online public services (Administrator, 2021).

Sulangai Village has great potential in various sectors such as agriculture and tourism, which can be maximized through the use of the village website. A village profile that includes the village's vision and mission, history and CCTV information can help introduce and promote the village's potential to a wider audience. Information that is presented transparently and easily accessed through village websites can increase community trust and participation in village development (Rahimallah & Ricky, 2023).

Presidential Instruction No. 3 of 2003 concerning National Policy and Strategy for the E-Government Development Program is a law that supports e-government programs. This instruction sets standards for the implementation of e-government by all government agencies, both central and regional. Thus, it is hoped that all government agencies will agree and collaborate in developing e-government (Inderasari et al., 2021). The quality of public services is one of the important aspects that is the focus in developing village websites. (Parasuraman et al., 1988) identified five dimensions of service quality that can be applied in the context of public services: reliability, responsiveness, assurance, empathy, and physical evidence. In the context of village websites, the quality of public services can be improved by providing accurate information, responsive services, and user-friendly platforms. Transparency in village budget management displayed through the website can increase accountability and public trust (Agustino, 2020).

In addition, features such as village news which includes the latest village government news and village budget transparency, as well as information about village institutions and community institutions, can help the community to better understand and be involved in government processes. (Nabilah & Fanida, 2022) Emphasize the importance of community participation in e-government development, because effective community participation increases transparency, accountability and compliance with the law in development.

Thus, developing a village website in Sulangai Village is an important step in efforts to improve the quality of public services. This not only helps modernize village administration but also encourages active community participation in the development process (Pertwi et al., 2021). This study will examine how the development of a village website can improve the quality of public services in Sulangai Village, identify the challenges faced, and propose strategies to optimize the use of this technology in public administration.

## **B. LITERATURE REVIEW**

### **E-Government**

The concept of e-government has been a focus of research in public administration over the past few decades. (Gioh, 2021) Stated that by utilizing information technology, e-government aims to increase efficiency, transparency and public participation. They show that implementing e-government at the local level can reduce bureaucracy and speed up the public service process. E-Government is the use of information technology by the government to provide information and services to its citizens, business matters, and other matters related to the government (Akbar et al., 2019). E-Government can be applied to legislative, judicial, or public administration institutions to increase internal efficiency, provide public services, or create democratic governance processes (Diskominfo, 2017).

E-government can also increase government accountability through greater transparency in budget management and decision making (Supraja, 2019).

### **Village Website Development**

One example of e-government implementation at the village level is the village website. (Priyatna et al., 2020) Emphasized that village websites can function as the main platform for conveying information to the community, facilitating communication, and increasing citizen participation in village activities and also stated that the information available there can help the community to better understand government programs and participate in the development process. This study shows that village websites can improve government-community relations and public trust.

### **Quality of Public Services**

The SERVQUAL model developed by (Parasuraman et al., 1988) is the basis for measuring the quality of public services. This model identifies five dimensions of service quality: reliability, responsiveness, assurance, empathy, and tangibles. (Irfan & Anirwan, 2023) applied this model in the context of e-government and found that good service quality through digital platforms can meet people's expectations. A well-designed village website can provide reliable and responsive services, as well as provide clear and accurate information (Amir et al., 2020).

### **Implementation Challenges and Strategies**

Village website development is not free from challenges. Some of the main obstacles to implementing e-government at the local level include limited skilled human resources, inadequate technological infrastructure, and resistance to change. They suggest that support from local governments, training for village officials, and active participation from communities are key to overcoming these challenges. In addition, it emphasizes the importance of political support and clear policies to support the implementation of technology in the public sector (Patria, 2023).

### **Society participation**

(Alcaide et al., 2017) Highlighted the importance of community participation in e-government development. They argue that community involvement in the process of technology development and implementation can increase government accountability and transparency (Dina et al., 2022). Active community participation can also ensure that the services provided through the village website are in line with residents' needs and expectations. This study shows that interactive and participatory village websites can strengthen relations between village government and the community.

## **C. RESEARCH METHODOLOGY**

In this research, researchers used descriptive qualitative methods, namely the type of research used by the author to provide a clear and in-depth picture of certain situations or conditions based on empirical data. This scientific study uses in-depth observational research methods on research objects, namely the Sulangai Village government website and literature study. Relevant data is collected from books, journals, research reports and other relevant documents (Mahayoni & Wirantari, 2021).

## **D. RESULTS AND DISCUSSION**

One of the government regulations that supports the e-government program is presidential instruction no. 3. 2003 concerning National Policy and Strategy for the E-Government Development Program, where this policy was the first regulation established to support the development and implementation of e-government in Indonesia (Kurhayadi, 2019).

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Sulangai Village is a village located in Petang District, Badung Regency, Bali Province. This village is known for its pristine natural beauty and has great potential in the agricultural and tourism sectors. Apart from that, Sulangai Village also has an active community that participates in village development activities. Local village governments continue to improve their public services by using information technology. One way they do this is by building a village website. The following image shows the appearance of the Sulangai Village website:

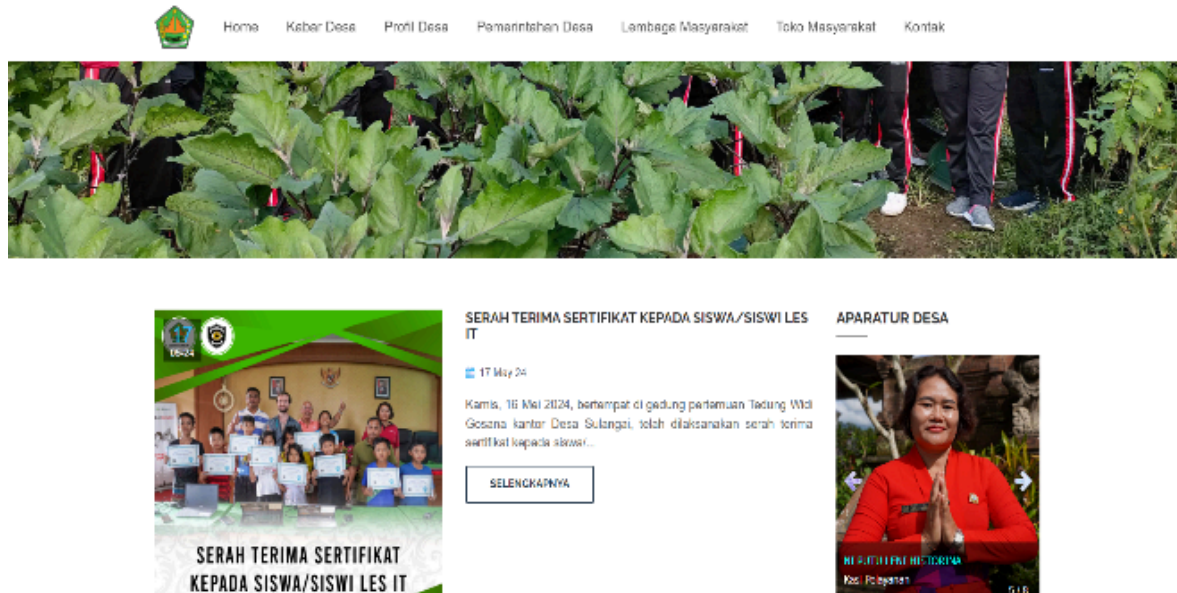


Figure 1. Front page of the Sulangai Village Website  
Source: <https://sulangai.desa.id/>

Based on the picture above, it can be seen that Village Government governance has been integrated with the internet and there are several features that can be used by village communities. When viewed in the context of the character of development in rural areas, there are development patterns that are different from those in urban areas. A village is a unit of a community entity that has distinctive character and traditions (local wisdom) where the community is at the forefront and the main driver of development. The village is also a unit of simple homogeneity of society with a homogeneous livelihood and dominated by a work background as a farmer. Pluralism in rural areas is part of local wisdom which can be a unifier in sustainable development. This is because village customs are still strong with the values of mutual cooperation which are still sustainable today (Nursetiawan & Putra, 2021).

The local government launched its website on the internet, where this website displays basic information needed by the community. Based on the results of research and observations carried out, the Sulangai Village Government website with the address <https://sulangai.desa.id/> began to be developed and operated in 2021. The features available on the Sulangai Village website consist of:

1. Home which includes: (i) dashboard, this feature provides a main display that provides a summary of important information and quick access to various parts of the site. The dashboard provides an overview of the latest activities, statistics and other important information relevant to village residents, (ii) the latest village news, this section displays the latest news that is happening in the village. This news can include various things such as announcements, village events, community activities, and other important information;

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2. Village News includes the latest village government news which presents the latest news and updates from the village government. This includes government decisions, new policies, ongoing programs, and other important information related to village governance. Village budget transparency, this section displays village financial reports which include detailed income, expenditure and use of the village budget. Budget transparency aims to increase accountability and community trust in village financial management;

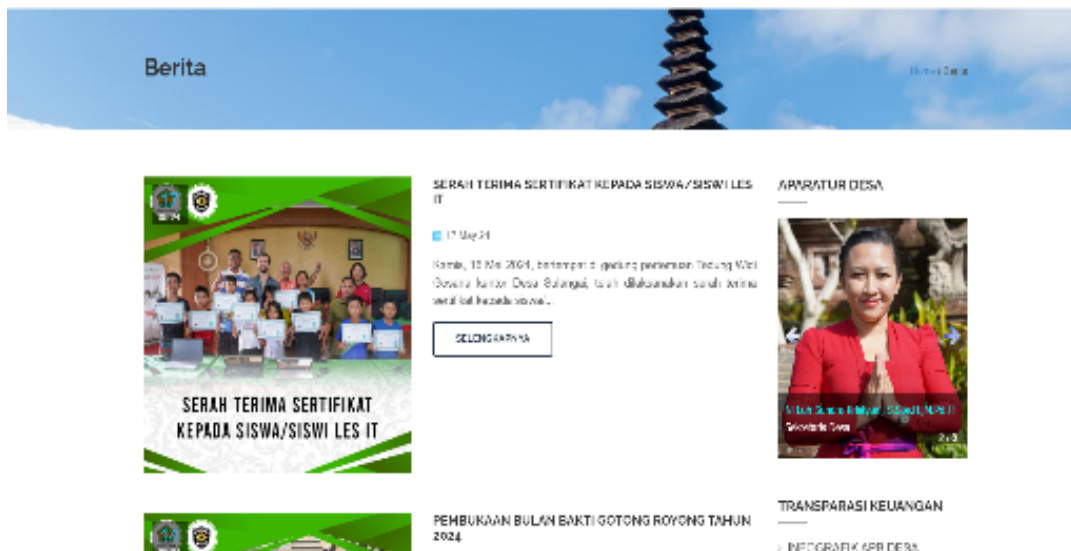
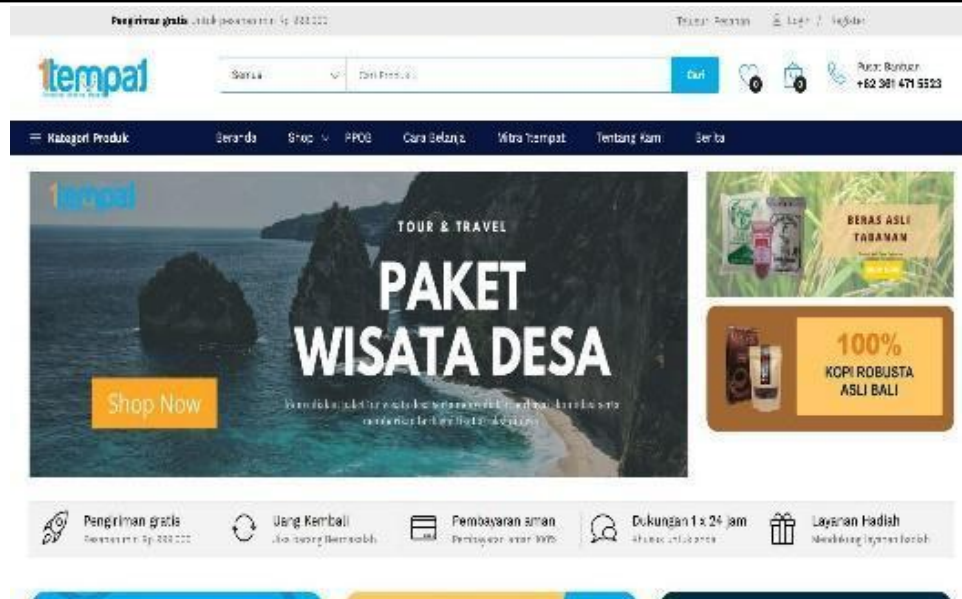


Figure 2. Village News Page  
Source: <https://sulangai.desa.id/>

3. Village Profile which includes information related to the vision and mission of Sulangai Village, which are the long-term goals and basic principles adhered to by the village government in carrying out its duties. Village History provides information about the history of Sulangai Village, its origins, and historical events that shaped the village as it is today. Village CCTV, this feature provides access for residents to monitor CCTV placed from various strategic locations in the village. This aims to increase security and provide a sense of security to the community;
4. Village Government which includes information about the village structure, including the names of village officials, their duties and responsibilities;
5. Community Institutions which includes information on community empowerment institutions (LPM), this feature provides information about LPMs that play a role in various community empowerment programs. This includes descriptions of activities, work programs, and ways the community can participate in or benefit from those programs;
6. Community Shop which functions as a marketplace or online shop that provides various local products produced by the Sulangai village community. This can include agricultural products, handicrafts, processed foods, etc. The aim is to support the local economy and make it easier for people to shop for daily necessities; And



Gambar 3 Tampilan Toko Masyarakat

7. Contact, this feature provides village government contact details and other related services. This includes telephone numbers, email addresses and online contact forms to make it easier for citizens to submit questions, complaints or suggestions.

This website integration is connected to relevant data in Sulangai Village. Complete information and sufficient data can be used as digital literacy material for village communities to learn more about their village (Nursetiawan & Putra, 2021).

## E. CONCLUSION

The development of a village website in Sulangai Village, Badung, has had a positive impact in improving the quality of public services and strengthening relations between the village government and its community. Through the village website, accessibility of information regarding village government activities, public services and the latest news becomes easier for the community. The advice the author gives is the adoption of information technology that encourages active community participation in village development. With the interactive features provided on the village website, such as submitting requests and complaints online, the community can more easily participate in contributing their ideas, input and aspirations. Thus, the development of a village website in Sulangai Village not only increases the efficiency of public services, but also strengthens the bond between the village government and its community in an effort to achieve mutual progress.

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