

The Use of "Jogja Istimewa" for Improving E-Government and Public Service Delivery in Yogyakarta

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ABSTRACT

The rapid development of information and communication technology in the current era has only changed the process of public services from conventional to ICT-based systems. Jogja Smart Province is a public service based on information technology to support the resolution of strategic issues and the development of potentials in Yogyakarta that focuses on 5 big dimensions, namely, –Smart Culture, Smart Environment, Smart Governance, Smart Living and Smart Society. "Jogja Istimewa" is interactive media, adapted to the trends and habits of the people in using smartphones. This application is also used as promotional media in increasing tourist visits and marketing of the small and micro enterprises in the region of Yogyakarta. This study aims to analyze the use of Jogja Special applications in supporting ICT-based public services. The research method used is descriptive qualitative data collection through in-depth interviews with the government officer of Yogyakarta province and collection of secondary data, including news archives and other scientific writings related to the research. The results of this study indicated that this application offers several features to facilitate access to information and public services for the public and tourists who come to visit Yogyakarta. Some supporting features as a form of information and communication technology optimization are contained in the Special Jogja application such as E-Report, E-Ticketing, Jogja Panic Button, and Motorized Vehicle Tax Track. In addition to contributing to supporting the realization of smart provinces, the Jogja Special application also provides Yogyakarta's Government in communicating with the public in a fast, efficient, and effective way.

Keywords— E-Government, ICT, Public Service, Special Jogja

1. INTRODUCTION

Yogyakarta Province is known as a student city. Besides that, Yogyakarta is also famous for its influential culture and tourism, which certainly attracts many tourists outside Yogyakarta (DIY). With a variety of government policies that still strongly emphasize the cultural elements and are implemented as a form of government programs, it is expected to be the basis for better regional development. Furthermore, with the inherent culture, Yogyakarta keeps abreast of the development era and the rapid growth of information and communication technology. Similar to the various policies offered, the Government of DIY has a program that follows the rapid development of technology without leaving cultural elements.

The DIY government has several strategic programs that refer to the Governor's decision in 2017. There are 17 Regional Government strategic programs ranging from the construction of the New Yogyakarta Airport, the Borobudur area development, the development of the South Cross Road area to the implementation of the Jogja Smart Province program. Public understanding of the strategic plan to be

implemented by the Government is required. With an optimal understanding, it is expected that the community will also support the program. The program that is focused on is implemented by the Government, namely the Jogja Smart Province.

The Jogja Smart Province program is considered to be a strategic program as it supports the resolution of strategic issues divided into 5 significant dimensions, which include Smart Governance, Smart Culture, Smart Environment, Smart Living, and Smart Society. By following the rapid sophistication of Technology, Information, and Communication (ICT), it is expected that the strategic issues covering the 5 dimensions will be resolved soon. In supporting the implementation of the Jogja Smart Province program, the government of DIY launched an application called "Jogja Istimewa", which continues to promote the inherent cultural elements in Yogyakarta despite the rapid advancement of Information and Communication Technology. With the strong cultural elements, it becomes one of the attractions of tourism visit to Yogyakarta.

Special Jogja application is an application that eases the tourists to access information about culinary,

public services, tourist areas, as well as events that are taking place in Jogja. This application is based on a smartphone that can be used by the whole community. The application can be downloaded on the Play Store for Android users and App Store for Apple users. The development of information and communication technology in the form of mobile phones and smartphones is considered more effective in publicizing tourism potential (Rachmawati, et al. 2018).

2. LITERATURE REVIEW

2.1. ICT Management in Government Agencies

The government, as a non-profit organization whose central public is a community, requires to provide optimal public services through the use of ICT. Therefore, the Government of Indonesia issued the regulation of the Ministry of Administrative and Bureaucracy Reform Number 83 the year 2012 concerning the Guidelines for the Utilization of Social Media in Government Agencies. Through these regulations, several steps are explained in managing social media, such as planning. This simple planning process can be carried out by applying the POST (People-Objective-Strategy-Technology) method, which covers four critical elements in designing social media management. Audience (people) is the process of determining communication targets of the agency and also the online behavior of viewers based on social, geographical segmentation. Meanwhile, the objective is the aim of the goals to be achieved by the agency, for instance, listening to aspirations, obtaining input, socializing information as well as building public awareness.

The next element is technology, which is to determine the applications needed. In the social media management carried out by the government, what distinguishes it from the other management of social media is the planning stage.

Dadashzadeh (2010) provided an overview of social media management planning through the input/output method of the Model of IT Planning for Social Media in Government. The strategic planning process for the use and management of social media by the government includes four processes, namely planning for the values of public services, determining the focus to be carried out by managers, inventorying IT capabilities, and forecasting future technological developments.

The earliest step of the social media management planning process, according to Dadashzadeh (2010), is to plan public service values. Planning public service values describes the objectives to be achieved as well as the background of the program. It should be remembered that the management of social media in government is solely established for social welfare; thus, it must adhere to the principles of public services.

According to Accenture's Public Service Value Governance Framework (in Dadashzadeh, 2010), the values of public services and the role of social media in implementing it have to cover four principles, namely: Outcomes-Based Focus, indicating that the utilization and the management of the program will have to produce tangible improvements to social and economic conditions. Furthermore, it has to be balanced in promoting justice as the utilization and management aim to serve the public interest and provide access for all citizens. The next principle is engagement to Co-Produce Public Value, which can involve, educate, and help citizens to improve the quality of life by optimizing their own experiences (without making citizens dependent on the government). It also has to enhance government accountability as the utilization and management must be able to increase transparency and open opportunities for citizens to provide feedback when the government fails to fulfill appropriate public services.

2.2. E-Government and Public Services

E-Government is a short form for Electronic Government. E-Government is a form or model of government system based on the strength of digital technology, where all administrative works, services to the community, supervision, and control of the resources of the organization concerned, finance, taxes, levies, employees and so on are controlled in one system. E-Government is a new development in the context of improving public services based on the use of information and communication technology so that public services become more transparent, accountable, effective, and efficient.

According to Indrajit (2002: 36), E-government is a new mechanism of interaction between the government and the community and other interested parties, involving the use of information technology (especially the internet) to improve the quality of services. E-Government is the administration of electronic-based governance to enhance the quality of public services efficiently, effectively, and interactively. According to Sudrajat et.al (2014) that traditional government demands a transformation of the government bureaucracy by developing E-Government. Thus the application of e-government is intended to be able to provide fast and accurate services from government agencies to all existing stakeholders. By implementing E-Government it is expected to provide changes in the form of improved services to the wider community. The goal of E-Government is the more effective delivery of government services to the public. Generally, the greater number of online services available and the wider the use of these services, the greater the impact on E-Government. E-Government is the use of information technology that can improve relations between the government and other parties (residents, entrepreneurs, and other agencies). In contrast to the definitions of E-Commerce

and E-Business, which tend to be universal, Indrajit (2002: 1) stated that E-Government is frequently described quite diverse by each individual or community. It is caused by various things such as: a. Although it is considered as a concept, E-Government has universal basic principles.

However, because every country has different implementation scenarios or applications, the definition of the scope of E-Government also varies; b. The spectrum of implementation of E-Government applications is vast, considering a large number of tasks and responsibilities of the country's government that functions to regulate its people through various types of interactions and transactions; c. The definition and application of E-Government in a country cannot be separated from both the macro and micro internal conditions of the country. Thus, its understanding is very much determined by the history, culture, education, political views, economic conditions of the country concerned; and d. A unique vision, mission, and development strategy of a country results in a variety of approaches and scenarios in the nation's development process so that it influences the development of national priorities.

Benefits of E-Government according to Al Gore and Tony Blair in Indrajit (2006), namely: (1). Improve the performance of a government service to its stakeholders, (2). Increase transparency, control and accountability, (3). Reducing administrative costs, relations and interaction, (4). Provide opportunities to get new sources of income, (5). Creating an up to date community environment, (6). Empowering the public and other parties who take part in making public policies in an equitable and democratic manner. The types of E-Government services according to Indrajit are divided into 3 main classes, namely (a) Publication is communication via the internet. (b) Interaction by government with those concerned. (c) Transaction, which is a two-way interaction in which there are transactions related to money from one party to another (not free) (Indrajit : 2006).

E-government must access strategic change to pursue goals rather than merely being temporarily embodied (Al-Hakim, 2007 : 357).

- a. It is possible to simply introduce e-transmission as well as to increase the efficiency of management and usability of information resource within an organization.
- b. It is possible to improve the competitiveness in the administration and instigate epochal change of public service within a public organization through information collaboration and application that consists of early cooperation and network.
- c. It is possible to improve the quality of public service based on integrated service for policy information and citizens in line with the increased competitiveness of administration, reconstructing public works, integration system, progressing cooperation, and advancing infrastructure through cooperation and networks connecting to central, local, and other forms of government.
- d. It is possible to improve national competitive power by activating entire e-business, which connects the public and private sectors to improve informatization levels. This step involves increasing the responsibility of the government for electronic correlation based on the common infrastructure within the public and private sectors.

These steps outline the condition of e-government according to the minimization of the selected steps with policy and strategy.

3. METHOD

The research method used is descriptive qualitative data collection through in-depth interviews with the government officer of Yogyakarta province and collection of secondary data, including news archives and other scientific writings related to the research. This research is more directed at a positivistic paradigm because this paradigm is related to the search or discovery of causal laws that can be used in different contexts and times (Daymon, 2008). Qualitative data analysis requires the researchers to carry out activities simultaneously with data collection, data interpretation and research reports writing (Creswell, 2012). Thus data analysis is not carried out separately with data collection, but is an activity carried out jointly. During data collection, researchers moved interactively in 3 components of the analysis, namely data reduction, data presentation and conclusion drawing / final verification (Sutopo, 2006).

4. RESULT AND DISCUSSION

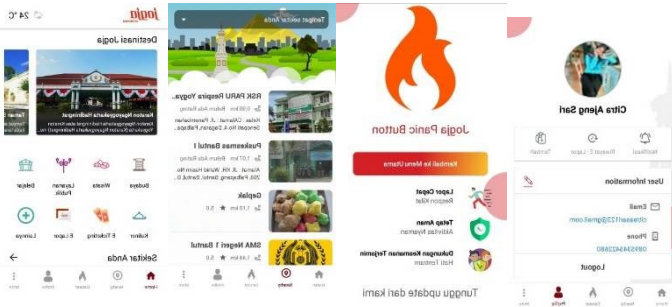
Jogja Istimewa application is an integrated application developed by the Regional Government of DIY. This application has been released since 2015. The initiation of the development of this application departs from the existence of a smartphone that is very inherent in people's lives in the current era. The development of the digital world today also encourages the Regional Government of DIY to be able to participate in providing facilities to access fast and accurate information. Jogja Istimewa application developed by Diskominfo DIY (English: The Communication and Information Agency) provides various information related to tourism, culture, transportation, facilities, events, and all matters about Yogyakarta.

This mobile-based application has been downloaded more than 50,000 times with a growing number of active users (Preliminary Report on the Maintenance and Development of Jogja Istimewa Application, Diskominfo DIY, 2019). In 2019, this application was renewed with the appearance of improvements and the addition of more interesting features. The latest feature developed is that users can register as members without paying; thus, users can

participate in sharing information and activities carried out in the Yogyakarta area. As an integrated application, Jogja Istimewa can also be utilized to access other applications belonging to the DIY Provincial Government.

Figure 2.2

Display Menu on Jogja Istimewa Application



Source: Researcher Documentation

The Jogja Istimewa application currently has 12 main menus equipped with several features namely;

1. Jogja Budaya

This feature provides cultural and historical information, integration, and cultural navigation belonging to the Department of Culture DIY.

2. Informasi Lokasi

Location information contained in the Jogja Istimewa application is divided into four menus; (a) Jogja Wisata, (b) Jogja Public Services, (c) Jogja Learning, (d) Jogja Bisnis. The four menus provide information related to location and road guidance that can be taken to get to the intended location.

3. Jogja Info

Jogja Info provides information about the location of the free wifi area, social media owned by the DIY Government and DIY Communication and Information Agency, as well as the jogjapro.go.id website.

4. Jogja Transportasi

This menu contains information related to flight schedules, as well as trains, city buses, and Trans Jogja buses.

5. Jogja Event

This menu contains various events that will be held in Yogyakarta in a year. The information will be presented with the location and the time of the event.

6. Jogja Gallery

Jogja Istimewa application users can take advantage of this application to participate and share photos when visiting Jogja.

7. Jogja 360

This menu provides a location that is captured 360 degrees.

8. Jogja AR

In this menu, users can take advantage of the cellphone camera to display nearby locations equipped with Augmented Reality (AR) technology.

9. Jogja Streaming

The features contained in this menu consist of CCTV and JITV (Jogja Istimewa TV), which makes it easy for users to monitor the surrounding area or watch real-time upload shows via cellphone.

10. E-Ticketing

This feature provides facilities for users to book tickets for tourism in the Yogyakarta region.

11. E-Report

E-Report is an application that was also developed by the Regional Government of DIY, which is integrated with the Jogja Istimewa application. This feature is one of the media that serves to convey aspirations in the form of complaints and suggestions from the public to the government for public services or infrastructure throughout the DIY region. (Final Report on the Maintenance and Development of Jogja Istimewa Application, Yogyakarta Communication and Information Agency in 2019).

Based on the results of interviews with staff in the Department of Application and Information, the research conducted before deciding what media is appropriate for conveying information in the era of information disclosure as it is now is to analyze the habits/trends of today's society. Seeing the rapid development of technology in the current era makes people demand something easy, including in selecting the media. People are accustomed to accessing information through smartphones, which incidentally is always in the grip. In response to this, the DIY Communication and Information Agency understands that various information previously contained on DIY OPD websites will be more easily accessed by the public if it is integrated into one domain/platform. On the other hand, Yogyakarta, as one of the favorite tourist destinations in Indonesia, has always managed to attract the attention of both local and foreign tourists each year. Therefore, the Regional Government of Yogyakarta seeks to facilitate tourists who want to and who have stopped by Yogyakarta by providing various information related to tourism, culture, culinary, and public services through a mobile application that can be accessed anytime and anywhere without the need to open a website.

The DIY Government, through the DIY Communication and Information Agency, develops a mobile-based application called "Jogja Istimewa" to facilitate the public and tourists to access information

about Yogyakarta. This application is equipped with Location-Based Service (LBS) and Augmented Reality (AR) technology, which can show the distribution of locations with a radius of 40 km.

Supporting Features of the Jogja Smart Province Program

In accordance with the aims and objectives of the Jogja Smart Province (JSP) program, namely creating smart areas along the philosophical axis, one of the efforts undertaken by the DIY Communication and Information Agency is to provide optimal public service features in the Jogja Istimewa application. Several features that support the Jogja Smart Province program include e-report, e-ticket, Jogja panic button, and vehicle tax tracking. The following is an explanation of these mentioned features.

a) E-Lapor / E-Report

The E-Lapor menu is a forum for the people of DIY to submit complaints that they encounter around Yogyakarta. E-Report is an application that was also developed by the Regional Government of DIY, but as of December 2019, the E-Lapor was integrated into one in Jogja Istimewa application.

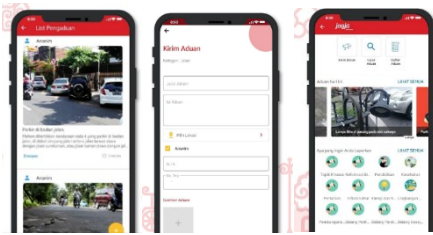


Figure 1. E-Report Feature in Jogja Istimewa Applications

Source:

<https://play.google.com/store/apps/details?id=en.go.jogjaprov.jogjaisocial&hl=in> accessed on 27 March 2020 at 20:17 WIB

Until the end of 2019, 660 complaints were made by the public through the E-Lapor application. The complaint included issues of infrastructure, public order, public services, and others. This complaint would later be received by the E-Lapor admin in each OPD, regarding complaints submitted by the public. If within 1x24 hours, the complaint has not received a response from the relevant OPD, the primary admin of the E-Lapor, namely the DIY Communication and Information Agency, would submit the complaint to the relevant OPD for immediate action.

b) E-ticket

To improve public services and optimize the use of ICTs in every corner of Yogyakarta, the DIY Government, through the DIY Communication and Information Agency, also develops e-ticket features in

the Jogja Istimewa application. This feature aims to make it easier for the public and tourists to buy travel tickets without having to use cash or waiting in line at tourist attractions. It is adjusted to the current habits of people who tend to apply cashless as it is considered safer and more comfortable. However, currently, applying e-tickets is only available at the Sonobudoyo Museum.

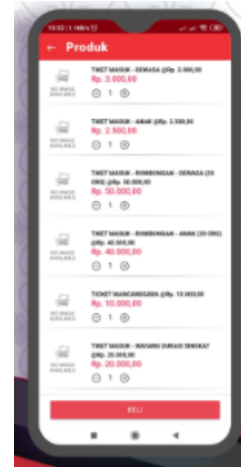


Figure 2. E-Ticket Feature in Jogja Istimewa Applications

Source: Jogja Istimewa Application Flyer

c) Jogja Panic Button

Similar to the aforementioned features, the launch of the panic button feature also aims to optimize services to the public as well as supporting the Jogja Smart Province program. Jogja Panic Button is a feature that facilitates the users of the Jogja Istimewa application when they are in an emergency situation such as fire, klitih, and others.



Figure 3. Jogja Panic Button Feature in Jogja Istimewa Application

Source: Researcher’s Documentation

However, until this research was written, this feature was still in the finalization and refinement stages; thus, it could not be used by users.

d) Track of Motor Vehicle Tax

This feature aims to make it easier for the people of Jogja who have AB-licensed plate vehicles to check tax costs. Therefore, it is expected that people would be able to be obedient related to motorized vehicles and pay the taxes on time.



Figure 5

Track of Motor Vehicle Tax Feature in the Jogja Istimewa Application

Source: Jogja Istimewa Application Flyer

1) A number of users and downloaders through Android in Jogja Istimewa Application from January-December 2019.

Table 1. Recapitulation of the Data of Jogja Istimewa Application User Through Android

No.	Month	Number of Jogja Istimewa Application Users	Number of Jogja Istimewa Application Downloaders
1	January	15.331	2.871
2	February	14.898	1.915
3	March	14.559	1.736
4	April	14.011	1.423
5	May	12.997	1.368
6	June	13.035	2.098
7	July	12.657	1.737
8	August	12.261	1.299
9	September	12.388	1.871
10	October	13.888	3.251
11	November	13.888	3.251
12	December	13.666	2.030

Source: Monthly Report on Jogja Istimewa Application Development and Maintenance in 2019

Based on the data above, it can be concluded that the public interest at the beginning of the year for the application of "Jogja Istimewa" is quite high. The

average time used by the users in accessing the "Jogja Istimewa" application is 2 minutes 45 seconds. Until May 2017, the "Jogja Istimewa" application has received a positive response by showing a percentage of 77.6% of all application users. These results indicate that there is a positive acceptance from users of this application. What was done by DIY Communication and Information Agency at this planning stage was also in accordance with the four strategic planning processes of social media management according to the Input/Output Model of IT Planning for Social Media In Government delivered by Dadashzadeh (2010). The four processes include planning public service values, determining focus, inventorying IT capabilities, and forecasting technology in the future. In this model, Dadashzadeh also mentioned that there are four principles of public service values including;

- 1) Outcome-Based Focus
- 2) Balanced in Enforcing Justice
- 3) Engagement to Co-Produce Public Value
- 4) Increase Government Accountability

Some of the above principles have also been considered by the DIY Government in developing a mobile-based application as a medium for delivering information and public services. The outcome-based focus is shown by designing Jogja Bisnis features. It can be used as a medium for promoting Micro Small and Medium Enterprises (MSMEs); thus, it is expected that the community's economy and regional income can increase. The second principle is the balance in enforcing justice. It can be seen that the plan for developing this application is to provide optimal, quick, and easy access to information and public services. Thirdly, the principle of engagement to co-produce public value is carried out in the form of Jogja Bisnis and Jogja Wisata feature development. The last principle is to increase government accountability. It is indicated by integrating the e-report application into the Jogja Istimewa application so that this report feature can be useful for people who want to submit complaints found in the Yogyakarta region regarding infrastructure, health, bureaucracy, and so on..

5. CONCLUSION

Public service innovation is a new way as well as a creative idea of service technology, which tends to renew, simplify, and create breakthroughs in rules, procedures, methods, approaches, organizational structures. Thus, they have good value in terms of both the quality and quantity of the service. Three critical things in innovation are products and services, new ideas, and efforts to make perpetual improvements that can benefit the community. Jogja Istimewa application is a platform of information services to the community to support the development of Jogja Smart Province in the Special Region of Yogyakarta. This application is highly needed, including both for people who live and

will visit Jogja. Jogja Istimewa application provides a considerable amount of features about tourism, transportation, culture, and streaming.

The integration of the e-report application into the Jogja Istimewa application is highly beneficial as it can be useful for people who want to submit complaints found in the Yogyakarta region regarding infrastructure, health, bureaucracy, and so on. This application is also equipped with Jogja Panic Button when people are in an emergency situation, such as fire, klitih, and others..

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