CHAPTER 1
PRELIMINARY

1.1 Background

The implementation of regional autonomy allows all local governments to immediately manage the government system to improve services to the community. Reform and regional autonomy are essentially a comprehensive and gradual improvement effort towards good governance, where one dimension of success can be seen from the quality of services provided to the community. Reform gives hope for fairer and more equitable public services. Such expectations are linked to the strengthening of public control and the amount of community contribution in governance (Sinambela, 2014:33).

The granting of very broad autonomy is basically also intended to bring the government closer to the people. Through broad autonomy, local governments have very broad authority in organizing government and public services in accordance with the needs of the local people (Sinambela, 2014: 26). Demands for service quality can only be met by efforts to formulate a concept that is oriented towards the community as a customer, not oriented towards executives, and other interest groups. Therefore, to satisfy customers, government officials must be able to provide the best digital public services in Bekasi regency.

The service apparatus does not have the slightest reason not to be oriented towards total customer satisfaction. In fact, it is customer satisfaction that can be used as a barometer in measuring success in service (Sinambela, 2014: 8).

This analysis for a new platform, namely Bebunge (Bekasi Nyambung Bae), which can be accessed online. At first, Bebunge was an initiative of the Bekasi regency Department of Communication, Informatics, Encryption and Statistics to include community participation in all Bekasi regency s in carrying out the function of supervising regional development. During its development process, the Bebunge application was created as a facility provided by the Bekasi district government to make it easier for the public to obtain information, submit complaints, and obtain public services. bebunge in general has a function as a documentation tool for public complaints reports and a tool for following up on

reports by regional government officials of Bekasi Regency. The Bekasi Regency Government already has an integrated service application. This application is the initial part of the Bekasi district plan to prepare Bekasi to become an Intelligent City.

There are several regional organizations or agencies related to Bebunge, including the Communication and Information Service, the Health Service, the Regional Public Hospital, the Regional Disaster Management Agency, and the Fire Service, as well as the Population and Civil Registry Service. However, like a newborn child, the application is still not able to become the most responsive place for aspirations in responding to community problems such as the lack of socialization of the Bebunge application in the Bekasi Regency community, so that there are still many people who do not understand how the procedure for online complaints through the Bebunge application. The ineffective performance of the application as an online aspiration platform for the Bekasi Regency area, such as the slow response to emergency response services due to the absence of facilities such as ambulances and firefighters in each sub- district (source: bekasikab.go.id websites). There are features that make it difficult for some people, such as queues to enter the mosque at the Pemkab during Friday prayers, which must first register the queue through the application (source: comments on playstore) , and several other interfaces that still need to be developed. In addition, the public also cannot see which complaints are still pending, the complaint process, and those that have been completed. This proves the need for further development regarding the effectiveness of the performance of this Bebunge application.

Bekasi Regency, as one of the buffer areas for the capital city of Jakarta, faces significant challenges in public service delivery. With the advancement of technology, the local government has been striving to improve the efficiency and effectiveness of public services through the implementation of various digital applications. However, there are several problems and shortcomings encountered in the implementation of this technology.

To improve public service delivery in Bekasi Regency, the local government needs to address the various problems and shortcomings in the implementation of

digital applications. A comprehensive effort is required to improve infrastructure, enhance digital literacy, provide competent human resources, ensure data security, integrate systems, and conduct intensive socialization and education. By doing so, digital applications can truly become effective tools in enhancing the quality of public services and the well-being of the community.

Advances in information technology are part of globalization that is inseparable from modern society as it is today. So that it brings great demands for the community towards the government as a service provider to be more open, and can provide convenience for the community in accessing information, especially government information so that it encourages the government to implement good governance (Hayra, 2018).

Today the use of information, communication and technology has developed widely, where everything is no longer limited to the fields of industry and trade, but in other fields such as security, education, defense, social, labor and so on (Andini, 2021) . In the implementation of governance, public service innovation is needed, Innovation means a new or different form and can be interpreted that public service innovation is a new product or method which will replace the previous system or method.

Innovation is nothing new in the public sector, innovation is considered to be able to contribute to improving the quality of public services to the community. Public sector innovation is a change or reform carried out by the government where the concept of innovation in the public sector has also begun to be practiced in various developing countries supported by increasingly sophisticated and rapid technological developments (Yuyun, 2019)

In the current era, each region is competing to improve public services with the aim of maximizing the potential that exists in their respective regions. The technological factor is very supportive to be utilized because the sophistication of information and communication technology is one form in the era of globalization that can be felt throughout the world. Currently information and communication is very valuable in the millennial era in order to increase the competitiveness of local

governments in a sustainable manner. Therefore, the emergence of a public service innovation by demanding improvements and changes, especially for government agencies in providing public services (Maysara & Hasim, 2021).

The concept of innovation in governance is a public choice that views the system of providing services to the community as one of the centers of attention and a measurement value that must be maximized. Every public organization needs to carry out innovations in various forms such as the application of new technologies and methods to increase the results and quality of good service products and can provide satisfaction to the people who use these services (Adealiya, 2017). Of the many problems in the public service sector, there is a demand to continue to make improvements through innovative and creative efforts. Efforts to improve public services are carried out for the sake of realizing excellent public services, namely by providing access to 3 communities so they can submit complaints about the services provided by service providers. With this access, the community is expected to be able to participate in encouraging the realization of good public services.

Based on the description of the problem above, the innovation Related to the BEBUNGE application is interesting to study, particularly in terms of how the application's service innovation is implemented to achieve its goal of facilitating the public and what obstacles hinder the implementation of this service innovation by the Bekasi Regency government. The research title to be studied is **"The Failure of The BEBUNGE (Bekasi Nyambung Bae) Digital Application in Bekasi Regency, On efforts to Digitize Public Services in Bekasi Regency"**

1.2 Formulation of the problem

Based on the description in the background of the problem above, the problem is formulated in the form of a question as follows:

1. How does the government socialize the Bebunge application to the residents of Bekasi Regency?

1.3 Research purposes

Based on the research question and background above, the purpose of this research is to Analyse How the Government Socializes the Bebunge Application to the Residents of Bekasi Regency

1.4 Benefits of research

1.4.1 Theoretical Benefits

It is hoped that this research can provide new insights or knowledge about changes in public services for the people of Bekasi Regency with the Bekasi Nyambung Bae Digitalization Through Application (BEBUNGE) system.

1.4.2 Practical Benefits

Practically, the benefits of this research for the authors can be expected to be used as a useful tool and to deepen the author's knowledge regarding the digitalization of public services in Bekasi Regency. This research can also be used as evaluation material for the Bekasi Regency government to improve public services and can also be used as a useful reference for the government to form a new policy. Apart from that, this research can also provide benefits for further researchers with the hope that this research will be able to contribute in the future in the development of knowledge and theory about

Digitalization-based public services in Bekasi Regency.

1.5 Previous Research

Research on public services has become a concern in conducting research, especially public services in the modern era based on digitalization. Referring to the journal Volume 6, Number 1, Pages 1-12 written by Alif Fajarria Annisa Shodiqien in 2018 published by Airlangga University with the title Public Service Innovation Through Command Center 112 in Handling Community Complaints at the City Disaster Management and Community Protection Agency (BPB LINMAS) Surabaya. Public service innovation needs to be managed properly so that the results obtained are in accordance with what is expected. This study aims to analyze the driving and inhibiting factors in the successful implementation of public service innovation through Command Center 112 in handling public complaints. The theory used is from Rogers which is related to its characteristics, namely Relative, Compatibility, Complexity, Triability, and Observability. As well as the next theory which refers to the driving and inhibiting factors of an innovation from Mulgan & Albury. This research uses qualitative research methods and descriptive research types where the research subjects are groups involved in Command Center 112 service innovation activities. Data collection techniques used are interview techniques, documentation research, as well as secondary data in the form of books, articles and the internet. Meanwhile, the determination of informants was carried out purposively and snowball. While the data analysis technique is done by means of data reduction, data presentation, and conclusions. To test the validity of the data is done through triangulation techniques. The results of this study show that the Command Center 112 service innovation has been successfully implemented in the city of Surabaya, and has become a varied innovation. The Command Center 112 service innovation has many advantages when viewed from its attributes, because it uses a one-stop integrated system, its application uses sophisticated technology, and shortens the time for handling. The driving factor for

Command Center 112 is that it is expected to be able to quickly and responsively accommodate all reports of public complaints. This system is carried out to make it easier for the public to access services that are free and free of charge. Meanwhile, judging from the inhibiting factors, there were no obstacles or complications found in the implementation of the Command Center 112 innovation. these studies show similarities in the current research. This research contains service innovation through the Command Center 112 mobile application which uses a one-stop integrated system so that this research can be used as reference material in writing in this study.

Then there is another theory written in the journal Volume 3, Number 1, Pages 37- 43 which was written by Ari Ramdani in 2020 published by STIA YPPT University Priatim Tasik Malaya with the title Descriptive Analysis of SAMBARA Application Service Innovation (West Java Mobile Samsat). So far, public service innovations have been carried out by the central government and regional governments. Public service innovation has the opportunity to be implemented in each local government agency in line with regional autonomy. A strong leadership role is needed in implementing public service innovation. In an effort to simplify and improve service quality, Bapenda West Java Province issued a new service innovation, namely the SAMBARA application (West Java Mobile Samsat). The launch of this application is expected to provide convenience for the public in obtaining services in the form of checking motorized vehicles, paying motor vehicle taxes, and knowing the schedule of mobile samsat and knowing the location of mobile samsat. This study aims to analyze the extent to which the benefits of this SAMBARA application service innovation and what factors causing BAPENDA to create service innovations in the form of this SAMBARA application. To answer all that this study uses a qualitative approach through descriptive methods. Informants in this study are parties related to SAMBARA service innovation. Informant retrieval technique using snowball technique. While the data collection techniques are observation, interviews, study of documents that are considered relevant to the problems studied. The research

results found that the SAMBARA application is very helpful for the people of West Java, it can be said that service innovation through the SAMBARA application has enormous benefits for the people of West Java. The factors that have led BAPENDA to innovate this service are certainly inseparable from the support of leadership factors and the role of the private sector which has contributed to the operation of the SAMBARA application service. However, the SAMBARA application still has deficiencies, but these deficiencies can be corrected so that in the future it will function better. these studies have relevance in the research methods they use and have similarities regarding the contents of the research. Because this research contains innovations in the West Java Mobile Samsat application which also aims to make it easier for people to carry out services. Therefore, this research is used as a reference material in the current research.

Then I got a reference from the journal Volume 3, Number 1 was written by Haura Atthahara entitled E-Government-Based Public Service Innovation: A Case Study of the Ogan Lopian Application of the Office of Communication and Informatics in Purwakerta Regency. The progress of an information and communication technology is a relative thing. The use of technology can be utilized in providing services to the community and facilitating the government as the operator. Innovation in the form of the Ogan Lopian application created by the Purwakarta Regency Government's Diskominfo to connect, monitor, analyze and control various resources in the city to make it more effective and efficient. The Ogan Lopian application can be accessed by the public for a free ambulance on call service called Semar (Safety Emergency Medical Rescue) and General Practitioner Special Emergency Call services. This study aims to analyze the quality of public services through the Ogan Lopian application. To carry out an analysis of public service innovations made by the Purwakarta Regency Government's Diskominfo, the authors use the theory of public service quality according to Lenvinne (2011: 53), namely responsiveness, responsibility, and accountability. Meanwhile, in terms of innovation, the use of e-government is

analyzed using research theory from the JFK School of Harvard (Indrajit, 2004: 15). The method used in this study is a descriptive approach with a qualitative approach. As for the technique of data collection using interview techniques, observation and documentation. Then the secondary data used in this research is the study of literature. The results of this study are that the use of the Ogan Lopian application in public services is an innovative effort made by the local government to meet needs in the fields of health, security, job vacancies, reports of public complaints, etc. The Ogan Lopian application is still not maximized, because it still requires maturation and consolidation in terms of technological infrastructure resources. The Ogan Lopian application is one of the applications issued by the Purwakarta Regional Government's Diskominfo, this application still needs to be matured in terms of technology, information and communication infrastructure resources as well as managing human resources to be able to support the success of e-government. The connection between the journal article and the current research is that this research has similarities in terms of the contents of

the applications studied and the innovations carried out in this research have the same goal of meeting community needs in the fields of health, security and public complaint reports, etc. Therefore, this research is used as a reference in the current research.

1.6 Theoretical basis

1.6.1. Public service

One of the most important main tasks of the government is to provide public services to the community. Public service is the provision of services by the government, private parties on behalf of the government, or private parties to the community, with or without payment to meet the needs or interests of the community. There are three reasons why public services are a strategic point to start developing and implementing good governance in Indonesia, namely:

a. Public services have been the domain where the state represented by the government interacts with non-governmental organizations. Success in public service will encourage high public support for bureaucratic work.

b. Public service is a realm where various aspects of clean and good governance can be easily articulated.

c. Public services involve the interests of all elements of governance, namely government, society, and market mechanisms According to Robert (1996: 30) what is meant by public services are: state or region in goods or services both in the context of efforts to meet the needs of the community and in the context of implementing order and order.

Meanwhile, according to Widodo (2001: 131) public service is: "Providing services (serving) the needs of people or communities who have an interest in the organization in accordance with the basic rules and procedures that have been determined". Law No. 25 of 2009 concerning Public Services defines public services as follows: "Public services are activities or a series of activities in the context of fulfilling service needs in accordance with statutory regulations for every citizen and resident for goods, services, and/or administrative services provided by public service providers". From the definitions previously stated, it can be concluded that what is meant by public service is the fulfillment of the desires and needs of the community in administering the state. The state was founded by the public or society with the aim of increasing the welfare of the community. In essence, the state, in this case the bureaucracy, must be able to meet the needs of the community. Needs in this case are not individual needs but various needs that are actually expected by the community.

According to Bharata (2004:11) there are six important elements in the public service process, namely:

a. Service providers, namely parties that can provide a certain service to consumers, either in the form of services in the form of supply and delivery of goods (goods) or services (services).

b. Service recipients, namely those who are referred to as consumers (customers) who receive various services from service providers

c. Type of service, namely services that can be provided by service providers to parties who need services.

d. Customer satisfaction, in providing services, service providers must refer to the main goal of service, namely customer satisfaction. This is very important to do because the level of satisfaction obtained by customers is usually very closely related to the quality standards of the goods and or services they enjoy.

According to Kasmir (2006: 34) the characteristics of good public service are having the following elements:

a. Availability of good employees;

b. Availability of good facilities and infrastructure;

c. Responsible to every customer (customer) from start to finish;

d. Able to serve quickly and precisely;

e. able to communicate;

f. Guarantee the confidentiality of every transaction;

g. Have good knowledge and ability;

h. Trying to understand the needs of customers (customers) i. Able to give trust to customers (customers)

1.6.2. Digitization

All digital process activities that use the internet are called digitization. In the world of business or business, digitization is better known as e-commerce. E-commerce is a process of buying, selling, transferring and exchanging products/services/information through the internet (Turban, King, Lee, Liang, & Turban, 2012). Meanwhile, according to Kotler (Kotler, 2012) e-commerce is a buying and selling process that is supported by an electronic system. Jony Wong (Jony, 2010) also believes that e- commerce is the buying, selling and marketing of goods or services through electronic media such as

television, radio, the internet. In Indonesia, the use of e-commerce as a tool for marketing and sales continues to grow. This is evident from the increased use of internet applications that simplify the process of selling and buying online. Sales are the whole system of business activities. Starting from planning, pricing, promotion, distribution of goods/services/information to the target in order to achieve the main goals of the organization. The use of the internet, apart from being a source of information as well as a medium for promoting goods to targets online, is used as an opportunity. The use of internet facilities is a new, more effective use where this becomes a great opportunity and support for medium to lower businesses to start a business with little capital or even no capital at all.

1.7 Research Arguments

The influence of the Bebunge (Bekasi nyambung bae) digital application in Bekasi Regency, on efforts to digitize public services in Bekasi Regency cannot be separated from the presence of human resources who are a factor in the running of public services. In carrying out public services there are various kinds of obstacles such as the lack of public and government awareness of digitalization and the lack of unprofessional human resources, causing technology-based public services to still not be in accordance with their proper functions and the effectiveness of their implementation.

1.8 Research methods

1.8.1 Research Design

This research was conducted by researchers using qualitative methods. Qualitative research is a basic principle that is a point of concern for technological progress in public service systems in human life. Social symptoms that appear will be analyzed with a description of the form obtained from an objective theoretical description (Stevanus, 2009). In conducting a study, it is necessary to have a clear research design regarding the theoretical

basis used so that the results of research findings will find clear results so that in carrying out research findings the right proportion can be found. (John, 2001). The type of research used in this research is descriptive research with a qualitative approach. Researchers using a qualitative approach aim to find out and deepen the Failure of the Bebunge (Bekasi nyambung bae) digital application in Bekasi Regency, on efforts to digitize public services in Bekasi Regency with research locations in the Bekasi Regency Government Office. According to (Budiman, 2014) said that descriptive research is a method used to analyze the research results obtained to find a clearer conclusion. A research with a descriptive method makes a researcher more aware of the problems obtained from the forms or data obtained. So that in this study researchers can describe and analyze the implementation of public services in the Bekasi District Government Office. on efforts to digitize public services in Bekasi Regency with research locations in the Bekasi Regency Government Office. According to (Budiman, 2014) said that descriptive research is a method used to analyze the research results obtained to find a clearer conclusion. A research with a descriptive method makes a researcher more aware of the problems obtained from the forms or data obtained. So that in this study researchers can describe and analyze the implementation of public services in the Bekasi District Government Office. on efforts to digitize public services in Bekasi Regency with research locations in the Bekasi Regency Government Office. According to (Budiman, 2014) said that descriptive research is a method used to analyze the research results obtained to find a clearer conclusion. A research with a descriptive method makes a researcher more aware of the problems obtained from the forms or data obtained. So that in this study researchers can describe and analyze the implementation of public services in the Bekasi District Government Office. A research with a descriptive method makes a researcher more aware of the problems obtained from the forms or data obtained. So that in this study researchers can describe and analyze the implementation of public services in the Bekasi District Government Office. A research with a descriptive method makes a researcher

more aware of the problems obtained from the forms or data obtained. So that in this study researchers can describe and analyze the implementation of public services in the Bekasi District Government Office.

1.8.2 Research Subjects

The research subject is the focus of research that will be carried out by a researcher to be further studied and analyzed to become a relevant study. The subjects in this study were the Bekasi District Government Office as a place for providing public services in Bekasi district as a forum for providing public services in one place which is an important subject in this study. Researchers need important information about the form of implementation from the government to the community, especially the community. The second research subject can be seen from the community provided by the government which is the focus of this research is public service. In a study this requires a population where the population itself is a group of individuals who have appropriate characteristics in a study. Therefore the population of this study is all the people of Bekasi Regency. This research have 7 subject. 1 person from government office and 6 person from Bekasi Regency civilian.

1.8.3 Types and Sources of Data

Datais a material used to do reasoning in analyzing a study. While data sources are all good information which is real objects, something abstract or events qualitatively or quantitatively (Bambang, 2013). According to Wahyu Purhantara, the data sources in this study can be included in two types of data sources, namely primary and secondary data sources.

i. Primary sources are reference sources that directly use established instruments. Primary data is data obtained directly by researchers who have jurisdictional power. Examples of primary data consist of legislation, or official records. The primary source of this research is Government Regulation Number 42 of 2020 which is used as the basis

for this theory.

ii. Secondary sources are documents that contain information about primary sources. Secondary data is data obtained indirectly. research that is public in nature consisting of organizational structures, documents, or other books related to this research. The secondary sources in this research are writings on Technology-based Public Services or in the form of books, journals, articles or the internet and other sources.

1.8.4 Data collection technique

In collecting qualitative data basically it is used to determine the context of the problem and the form in which the data will be obtained. Data collection techniques are implied by professional decisions that are in accordance with research problems and meet the desired research targets (Denzim & Lincoln, 1994). Various qualitative data collection techniques include:

1. Observation

Observations can be made by connecting problems, comparing problems in detail

to find questions that will be made into questionnaires or can be obtained with appropriate data collection strategies. In making observations it can be combined with other data collection techniques such as interviews and field notes. In making observations, researchers are able to keep their distance in order to avoid mistakes that affect the meaning that is done (Edward & Tabolt, 1994).

2. Interview

Interviews are a form of data collection that is carried out by means of structured oral communication and has prepared a number of questions posed to a number of informants that have been prepared by the researcher. In interviews there are structured, semi-structured communications and interviews that are directed at a number of closed questions which may raise new questions spontaneously in accordance with the relevant topic of conversation.

3. Documentation

Documentation techniques are carried out by researchers by collecting data with records of events listed in scientific records such as books or theories related to research. Researchers documented while conducting research in the Bekasi District Government Office in the form of photos, documents or audio interviews.

1.8.5 Data Analysis Techniques

After getting the data obtained in the field, the next step is to analyze the data. In a qualitative research, there are several steps in analyzing data. The first is data reduction, in which the primary data and secondary data that have been obtained are separated or divided according to focus and field so that it is easier to research and analyze. After being reduced, the data can be analyzed and described into a sentence that describes a research problem. The second is the presentation of the data which is done by making a narrative and the researcher explains how the results of the data that have been found are in the form of sentences or sequential descriptions. The last is drawing conclusions, in this data analysis requires data that is original or in accordance with the facts.