The website management of the Bantulkab.go.id by the Bantul communication and information service (DISKOMINFO) in 2022

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ABSTRACT

Keywords

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Ever since the Law No. 14 of 2008 concerning Information Openness requires local governments to open access for the public to obtain public information provided by local government organizations. This research aim to understand how the management of the bantulkab.go.id website managed by the Communication and Informatics Office (Diskominfo) of Bantul Regency in 2022 and identify factors that influence website management. By using descriptive-qualitative method which includes data collection through in-depth interviews and documentations.

The results showed that the management of the Bantulkab.go.id website is the lack of socialization to public of the website as a medium for delivering public information is one of the inhibiting factors in the implementation stage of this website management. In the other side, public's media behavior on social media is one of the factor either.

In the website's content focused on informing about activies of the government official, namely the activities of the Regent and Deputy Regent of Bantul Regency, and not focused on providing public information. Technical expertise of the human resources in website management, is one of the challenges faced by Diskominfo.

1. Introduction

With the existence of Law No. 14 of 2008 concerning Public Information Openness (KIP), the public is guaranteed to access information as transparently as possible in local government. Coupled with the existence of Article 11 paragraph (1) letter a which reads "that Local Government are obliged to provide Public Information and are obliged to convey the policies of Government Officials in meetings that are open to the public" is written evidence that there is no longer an excuse for Local Government not to provide access for the public to access available information, except information that is confidential. Therefore, Law No. 14/2008 on Public Information Openness requires the establishment of information committees, including information committees in the regions. (Kristiyanto, 2016)

In response to the above, it is necessary for the role of the Local Government to provide a transparent public information media and means of communication to the public. The website of the Bantul Regency Government www.bantulkab.go.id is not only a medium for public information, but also a portal to go to the websites of other agencies in Bantul Regency. To encourage public information disclosure, the public has two doors to access information, not only can they enter the related official website, but also access it through the main website of the PPID Bantul Regency.

By using the website as a communication tool, the relationship model between government and society has changed. Now the public expects a transparent and interactive two-way relationship with the aim of being able to exchange news about various government activities of public bodies, disseminate policies taken and interact openly with the public to establish good communication

relations between them contributing to the government and society to implement a good public information system.

Therefore, it can be seen from the website management in Lebak Regency in a study conducted by Nisfi Meiga in 2021 with the title "Utilisation and Management of the lebakkab.go.id Website by the Communication and Informatics Office (Diskominfo) of Lebak Regency as Access to Public Information" getting the conclusion that the lack of news submitted on the website is old and irregular according to time. With this, the use of the website as an access to public information did not run for a long time because the community began to complain about the available facilities not running as usual, and the message (feedback) given by the community no longer received a response that was used as an evaluation for the future.

Based on the above background, the management of the bantulkab.go.id website by the Communication and Informatics Service (Diskominfo) of Bantul Regency is interesting to study because with a commitment to realising a transparent government, the Bantul Regency Government continues to develop an official website that is the gateway for the public to understand Bantul more deeply and easily. Coupled with several awards obtained from the website www.bantulkab.go.id as a website with an informative predicate.

2. Method

The research method used is a case-study method with a descriptive-qualitative approach. Qualitative research is research conducted under certain conditions in real life (natural), whose purpose is to study and understand phenomena: What happens, why does it happen and how does it happen? This means that qualitative research is based on the concept of inquiry, which includes in-depth and case-oriented studies or multiple cases or single cases. (Rahmat, 2009)

The data collection techniques used in this research are in-depth interviews and documentation. The interview conducted in this research is a direct interview to obtain detailed information about the management of the bantulkab.go.id website. Documentation in the form of photos of interviews with resource persons from the Communication and Informatics Office (Diskominfo) of Bantul Regency and also several photos of website management activities obtained from the bantulkab.go.id website.

The criteria for the selected resource persons are as follows; (1) Those who oversee the website management of the Bantul Regency Government. (2) Those who directly publish public information and manage the bantulkab.go.id website (3) The people of Bantul Regency who are visitors on the bantulkab.go.id website.

3. Result and Discussion

3.1. The Importance of Public Information Openness Through Website Management in Government

With this law, there is no excuse for public bodies or the government not to deliver public information that has been adjusted to the applicable provisions. The Public Information Disclosure Law (KIP) No. 14 of 2008 is a manifestation of a good governance system because it seeks to create transparent and accountable administrative channels to be implemented by all government agencies formed by PPID as administrators. And also, Public Bodies need website media as a medium for delivering public information that has responsiveness and flexibility criteria when accessed.

The use of website media makes it easier for local government to implement UU KIP because of the information above, and also public information openness is very important for local government because:

1) Knowledge is a basic need for the personal, environmental and social development of every person and is an important part of national security.
2) The right to having information is a human right, and the dissemination of public information is one of the most important characteristics of a democratic state that supports the people's right to self-determination in the context of good governance.

3) The dissemination of public information is a medium of optimising public oversight of the administration of the state and other local government and everything that concerns the public interest.
4) Public information management is one of the efforts to develop an information society.

3.2. The Management of Government Websites as a Medium for Conveying Public Information

3.2.1. Website Media Planning

Planning is an important part or first step taken to realise a transparent and informative public information delivery medium for the community. As well as, efforts to get positive opinions from the public. Cutlip and Allen in (Rachmadi, 2011) state that there are several factors for effective communication, also referred to as the seven communication factors. This is also needed as an indicator to make a plan, as for the seven communications are:

1) **Credibility**
Communication begins with building trust. Therefore, to build an atmosphere of trust that begins with action, both communicators and communicators receive messages based on credible beliefs and goals.

2) **Context**
Communication programmes should have a direct relationship with environmental or social conditions, which do not contradict and respond to specific conditions and have a participatory attitude.

3) **Content**
The message is relevant to the audience and consistent with a value system that is important and beneficial to people.

4) **Clarity**
Messages in communication are arranged in a language that can be understood or has meaning between communicants and communicators.

5) **Continuity and Consistency**
This communication is an endless process and requires repetition to achieve goals and varies, which is a contribution to existing facts with an attitude of adjustment through learning.

6) **Capability**
This communication considers the possibility or ability of the community taking responsibility for various factors in the presence of custom.

7) **Channel**
Using the media as a news channel that conveys the desired message as accurately and effectively as possible.

Based on the researchers' findings, for the 2022 period, planning for the Bantul Regency website was carried out at the beginning of the period and the Communication and Informatics Office had planned several things for website management. Among them, the Content, Context, and Capability points listed above. The Communication and Informatics Office of Bantul Regency has planned from the beginning of the period regarding the topics of public information that will be published. For the second, the published information refers more to information that develops and is needed by the community. And as for that, the Communication and Informatics Service of Banul Regency conducts BIMTEK or Technical Guidance for the website administrators of the Bantul Regency Government which is carried out to improve skills.

The website of Bantul Regency is always updated with information that must be known by the public, both in general and in detail, both from planning and up to reporting on the implementation of governance in the Regency, as well as daily activities or activities. The plus point from other local government websites in Yogyakarta is that in terms of management, it is always updated to the daily activities carried out by local leaders. Secondly, the information is completed in accordance with what is suggested by, among others, several ministries. Information on the implementation of regional orders mentioned earlier, then there is also a report on any matters that the community wants to communicate to the government, we also facilitate it on the website.

The evaluation of website management in the past period was that the website was still focused on informing about the local government's activities, namely the agenda of the Regent and Deputy Regent of Bantul Regency. The planning stage obstacles experienced were changing the framework of the bantulkab.go.id website, which currently only presents information on the agenda of government officials. Because with the change in the framing of the website content, it takes time and strategy to make the transition, from initially only providing information on the agenda of public officials to public information that is needed and needed by the community. And another planning obstacle is that for now, the website is more of a gateway to find information about assistance and all kinds of things. Because it is felt that now many characteristics of the people of Bantul prefer to seek information through social media.

3.2.2. Website Management's Implementation

In the guidebook for the implementation of the Local Government website dated August 5th 2003 (Liliek Budiastuti Wiratmo, Noor Irfan, 2017) It is mentioned that in creating a Local Government website, several criteria need to be considered, namely;

Firstly, **functionality**, **accessibility**, **ease of use**. That is, the functionality of the government website should be orientated to the needs of users, for example to offer information and services that users want. Accessibility, users are not discriminated, the local government website can be accessed regardless of the user's status and computer capabilities. Ease of Use, the design of the local government website should be professional, attractive, useful and responsive to different user needs. News and articles aimed at the public should be presented in a clear and understandable manner.

Second, **co-operation**. Government websites should work together to unify the government's vision and mission. Users only want to receive information and services that are tailored to the needs and interests of the community. All important official documents should have a fixed URL (Uniform Resource Locator) so that search engines can link directly to the desired information.

Third, **effective content**. users can easily determine that certain information is available on any local government website. Users have the right to up-to-date information, news and materials about the content of government websites.

According to Louis K. Falk in (Fazriani, 2018), there are four rules for good site management, namely;

a. Every link provided must be online

Every link must be active. Do not allow clicks if it is not active. This is a clear disappointment for users. When this happens repeatedly, it damages public trust. It is like a newspaper article that should link to another page but is not found when you search. In this case, it has been fulfilled by the Communication and Informatics Office of Bantul Regency where the government website link clearly uses a website domain ending in .go.id which means government website.

Fig. 1. The Domain of the bantulkab.go.id

(Source: https://ppid.bantulkab.go.id, accessed September 25th, 2023)

b. Contact Information is Provided

If users need more information, they should be told how to get it. Then the user's request must be answered. If you do not receive a response, the site is considered unprofessional. The Communication and Informatics Office of Bantul Regency has fulfilled this by adding a "Contact Us" menu on the website that contains contact information, and also a digital form if you want to submit a complaint.
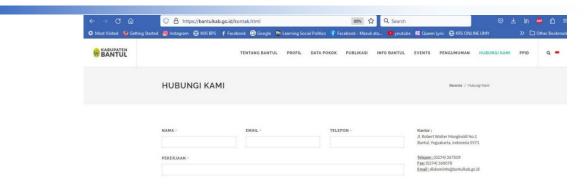
Fig. 2. Contact Person of the Website

(Source: https://ppid.bantulkab.go.id, accessed September 25th, 2023)

c. **Organised Data Placement**

Since we read from left to right, more important information should be placed on the left side of the screen for site visitors to read first. Likewise, this has been fulfilled with the details of the Menu-bar available on the website and its functions, as follows;

a) Tentang Bantul menu contains a glimpse of the Regency such as regional history, regional motto, regional symbol, and vision and mission.

b) Profil menu contains information about public officials serving in Bantul Regency

c) Data Pokok menu contains information on important data about information on education, geography, development, and so on.

d) Publikasi menu contains information about development planning, financial reports (APBD) of Bantul Regency, and organizational reports.

e) Info Bantul menu contains available public information such as the latest news, leadership agenda, and so on. Bantul Events contains information about events held in Bantul.

f) Pengumuman menu contains information about the most updated data from all kinds of sectors such as the food sector.

g) Hubungi Kami menu is a special menu if you want to contact the relevant PPID to provide or request information.

h) PPID menu which goes to a new home page specifically for PPIDs in charge of handling the bantulkab.go.id website.

Fig. 3. The Main-menu of the Website

(Source: https://bantulkab.go.id/beranda.html, accessed September 25th, 2023)

d. **Use and selection of appropriate colors**

Using colors makes it easier to read messages on web pages. Colors also make the screen more attractive as long as they do not interfere with the transmission of information. Websites of

government agencies, organizations and education often use blue. Because the presence of blue brings messages, success, majesty, wisdom, loyalty, calmness and wisdom. This is proven by the Communication and Informatics Service of Bantul Regency with a design and color palette that is mostly blue or neutral.

Based on the researcher's findings, various information has been uploaded and provided by the Communication and Informatics Office of Bantul Regency through the website www.bantulkab.go.id, for the systematic writing and uploading of the main news on the homepage of the Bantul Regency website is written by journalists from Division I, the Public Information and Communication Management Division of the Communication and Informatics Service of Bantul Regency. Journalists from Division I consist of 1 (one) Civil Servant (PNS) and 2 (two) Freelance Employees (PHL) who are tasked with covering various events or events in Bantul. One of the obstacles to implementation is technical. Judging from the principle of the website that requires maintenance at any time so that the accessibility of the bantulkab.go.id website is maintained. And also, it cannot be denied that the website needs extra-care when the implementation of website management takes place.

3.2.3. Monitoring and Evaluation

Monitoring and Evaluation is carried out at the end of the period. Monev of Public Information Disclosure in 2022 will be held on 9 May - 5 August 2022 with the stages of filling out an independent questionnaire and access test. This activity is carried out by the DIY Central Information Commission (KIP) with the SAQ (Self-Assessment Questioner) questionnaire filling stage, carried out to evaluate the running of website management for 1 year. With details of the evaluation results from Monev in 2022, as follows; (1) There are several menu-bars from the bantulkab.go.id website that experience errors when accessed; (2) Some information data does not match the information.

After the Monitoring and Evaluation agenda was held on November 17th 2022 by the Communication and Informatics Office of Bantul Regency, there are several notes from the Monev results that must be considered, one of which is the lack of socialization to the community about the website as the main media for delivering public information. The evaluation related to the bantulkab.go.id website from external parties, namely the people of Bantul Regency, who are the target of the Bantul Government website.

As conveyed by Luthfi Fadhila Mahardika, a student who believes that first, there is still a lack of socialisation from the Communication and Information Office about the website as a medium for delivering public information in 2022. Secondly, the people of Bantul are still fixated with social media as the main media owned by the Bantul Regency Government as a medium for delivering public information, compared to the website which is the main media.

4. Conclusion

Based on the results of the research, the conclusions that can be stated regarding the implementation of the management of the bantulkab.go.id website which is directly managed by the Communication and Informatics Service of Bantul Regency are as follows:

1. The Communication and Informatics Office of Bantul Regency has basically carried out the management of the bantulkab.go.id website as a medium for delivering public information in accordance with Law Number 14 of 2008 concerning Public Information Openness, but there are several problems experienced in the planning stage until the monitoring and evaluation stage related to website management in 2022.
2. There are several problems that occur in the management of the Bantul Regency Government website for the 2022 period, for this problem, the initial challenge is the lack of the number and competence of human resources who manage the bantulkab.go.id website.
3. And also, there are several problem that occur during the website management process, including website planning, namely changing the framework of the bantulkab.go.id website which currently only presents information on the activities of Bantul Regency Government officials. Furthermore, technical difficulties that become a problem during implementation because the website needs maintenance when the server system is down.

5. Acknowledgement

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