THE FAILURE OF THE BEBUNGE (BEKASI NYAMBUNG BAE) DIGITAL APPLICATION IN BEKASI REGENCY, ON EFFORTS TO DIGITALIZATION PUBLIC SERVICES IN BEKASI REGENCY

Meiandra Albi Rayhan – 14010120190044

Program Studi Ilmu Pemerintahan

Departemen Politik dan Ilmu Pemerintahan

ABSTRAK

Kabupaten Bekasi, sebagai salah satu daerah penyangga ibu kota Jakarta, menghadapi tantangan signifikan dalam penyampaian layanan publik. Dengan kemajuan teknologi, pemerintah daerah telah berusaha meningkatkan efisiensi dan efektivitas layanan publik melalui penerapan berbagai aplikasi digital. Namun, terdapat beberapa masalah dan kekurangan yang dihadapi dalam implementasi teknologi ini.

Penelitian ini dilakukan oleh peneliti dengan menggunakan metode kualitatif. Peneliti yang menggunakan pendekatan kualitatif bertujuan untuk mengetahui dan memperdalam kegagalan aplikasi digital Bebunge (Bekasi nyambung bae) di Kabupaten Bekasi, dalam upaya mendigitalkan layanan publik di Kabupaten Bekasi dengan lokasi penelitian di Kantor Pemerintah Kabupaten Bekasi.

Bebunge adalah portal layanan satu pintu milik Dinas Komunikasi, Informatika, Persandian, dan Statistik Kabupaten Bekasi. Melalui Bebunge, masyarakat dapat memperoleh informasi tentang program-program pemerintah dan informasi lainnya.

Aplikasi Bebunge berfungsi sebagai platform untuk keluhan dan aspirasi dari masyarakat yang akan diteruskan kepada pihak terkait untuk ditindaklanjuti. Beberapa faktor penghambat dalam pengembangan aplikasi Bebunge di Kabupaten Bekasi antara lain: sosialisasi yang terbatas, kurangnya dukungan sumber daya, baik anggaran, staf, maupun keahlian, yang dapat menghambat pengembangan dan pengelolaan aplikasi, serta integrasi data yang belum optimal.

Kata Kunci: , kegagalan bebunge, layanan publik, sosialisasi.

ABSTRACT

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.

This research was conducted by researchers using qualitative methods. 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.

Bebunge is a one-stop service portal owned by the Bekasi Regency Information, Coding and Statistics Communication Service. Through Bebunge, the public can obtain information about government programs and other information.

The Bebunge application acts as a platform for complaints and aspirations from the community which will be forwarded to related parties for follow-up. A several inhibiting factors in developing the BEBUNGE application in Bekasi Regency. Limited socialization, lack of resource support, both budget, staff and expertise, which can hinder the development and management of applications, data integration that is not yet optimal.

KEYWORDS: failure of bebunge, public services, socialization

PRELIMINARY

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.

Research methods

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.

GENERAL DESCRIPTION

Digital Application Concept

An application is a specific set of instructions designed for use in a computer for the purpose of completing specific tasks. Applications are a type of computer software that utilizes a computer's capabilities to perform tasks desired by the user. Usually compared to system software that integrates various computer capabilities. Another definition states that an application is a program developed to meet user needs in carrying out certain work (Vermaat, 2007). In the context of e-government, applications are very

important to support implementation. Applications act as a means of communication between the government and the community. Bureaucratic efficiency and government services to the public depend heavily on proper application management. Applications must be designed according to society's current needs, so that they have flexibility and can adapt to changes that occur.

BEBUNGE (Bekasi Nyambung Bae) concept

Bebunge is a one-stop service portal owned by the Bekasi Regency Information, Coding and Statistics Communication Service. Through Bebunge, the public can obtain information about government programs and other information. The Bebunge application acts as a platform for complaints and aspirations from the community which will be forwarded to related parties for follow-up. Apart from that, Bebunge also functions as a means for the community to access public services provided by the Bekasi Regency Government. Even though the Bebunge application does not yet have a specific legal basis because it is still relatively new, it is in the process of obtaining legality. In general, Bebunge refers to Regent Regulation Number 42 of 2020 concerning the Bekasi Regency Electronic-Based Government System Master Plan for 2020-2025 as its legal basis (Setiana, 2022).

Currently, there is a version of Bebunge available on the Google Play Store and can be downloaded using the Android operating system. This application allows citizens to access information and manage various matters, including health and population administration. Bebunge involves several regional organizations or services, such as the Communication and Information Service, Health Service, Regional General Hospital, Regional Disaster Management Agency, and Fire Department, as well as the Population and Civil Registry Service. However, even though the Bebunge application is available, there are still several challenges in using it. For example, the level of socialization of the Bebunge application among the people of Bekasi Regency is still low, so many people do not understand the online complaint procedures through this application. Apart from that, the application's performance as an online aspiration platform is still not optimal. There is a delay in handling emergency complaints due to the lack of facilities such as ambulances and fire extinguishers in each sub-district. In this case, there needs to be more intensive efforts in socializing the Bebunge application to the people of Bekasi Regency so that more people can

use it. Apart from that, it is also necessary to improve facilities and application performance so that it can become a more responsive aspiration platform in responding effectively to community needs and problems.

There are several targets for the Bebunge application with the aim of providing general benefits to the community, including:

1. The public has media to obtain information on government programs and other important information;
2. The public has a medium to convey complaints and grievances which will then be accommodated and then forwarded to the relevant department for immediate follow-up;
3. Become a means for the community to enjoy public services provided by the Bekasi Regency Government.

The research results obtained through research observations using Indrajit's theory (2005) provide a useful overview of the important components that are requirements for implementing e-government. This theory shows that existing indicators support each other. Some indicators in this theory include:

1. *Content Development*(Application Development)

Content development is related to application (software) development, selection of technical standards, use of programming languages, database system specifications, user interface agreements, and other aspects (Indrajit et al., 2005). Based on the results of interviews with various informants regarding the use of the Bebunge application, Diskominfosantik Bekasi Regency has developed the application. The updates carried out by Diskominfosantik have made it easier for people to access the application and changed the appearance of the interface to be more attractive and new. In developing the Bebunge application, the last update was carried out two weeks before the author conducted the interview, namely on December 15 2021. This can be strengthened by previous research which developed interactive modules using a learning content development system on dynamic electrical material. External test results show that the interactive module developed is considered interesting, easy to use, and useful for students as a source of learning dynamic electrical concepts. The interactive module's attractiveness quality score reached 3.14, indicating that the module was rated "interesting" based on these criteria.

2. *Competency Building*(Training and Competency Development)

Human resource procurement includes training and competency and expertise development for all employees in various parts of government (Indrajit et al., 2005). Based on the results of interviews with various informants, training and competency development at the Bekasi Regency Diskomfosantik was carried out on 23-25 November 2021. In implementing services to the community, the Bekasi Regency Diskomfosantik also provides services such as Friday Prayers by implementing the Covid-19 health protocol via the Application Bebunge. All these efforts aim to develop existing human resources at Diskominfosantik Bekasi Regency. Training and competency development is very important for a technology application operator. An operator has a crucial role in the planning process from start to finish, where they enter development planning data into the Bebunge system.

3. *Connectivity*(Availability of Communications Infrastructure)

The availability of communication infrastructure and information technology at the location of e-government implementation is very important (Indrajit et al., 2005). Adequate infrastructure is the main element that supports various activities. Without adequate infrastructure, various activities cannot run well and optimally. In Diskominfosantik Bekasi Regency, the availability and quality of infrastructure is quite good. Every year, equipment updates are carried out to ensure that the infrastructure available at Diskominfosantik Bekasi Regency remains current and adequate.

4. *Cyber Laws*(Legal Framework and Instruments)

The legal framework and instruments related to e-government activities at Diskominfosantik Bekasi Regency are based on Regent Regulation (Perbub) Number 79 of 2017 concerning Position, Organizational Structure, Duties and Functions and Work Procedures of the Regional Technical Implementation Unit (UPTD) Integrated Safety Service Center (Public Service Center) 119 Bekasi Regency. This decision is a policy from the Regent of Bekasi Regency which makes the Bekasi Regency Diskominfosantik responsible for developing innovation in the form of the Bebunge Application which focuses on public services in Bekasi Regency. However, there are no other legal regulations on which to base this policy.

Apart from that, efforts to develop e-government as a form of improving the quality of public services effectively and efficiently refer to Presidential Instruction Number 3 of 2003 concerning National Policy and Strategy for e-government

Development. For other legal instruments that underlie the Bebunge system, there is Law Number 14 of 2008 concerning Openness of Public Information. The Bekasi Regency Electronic-Based Government System Master Plan for 2020-2025, which is regulated in Bekasi Regent Regulation Number 42 of 2020, is also the basis for developing the Bebunge application. This application is an Android-based application and website which aims to facilitate Bekasi people's access to public services. Gradually, the Bebunge application is planned to become the main portal that is integrated with public services such as licensing, population and online complaints. Even though the Bebunge application does not yet have a specific legal basis because it is still relatively new, in general it refers to Regent Regulation Number 42 of 2020 concerning the Bekasi Regency Electronic-Based Government System Master Plan for 2020-2025. The process of legalizing this application is still in the development process.

5. *Citizen Interface*(HR Procurement and Access Channel Development)

In e-government development, it is important to have various access channels (multi access channels) that can be used by the public and e-government stakeholders anywhere and at any time (Indrajit et al., 2005). Diskominfosantik Bekasi Regency has made efforts to socialize the Bebunge application in the following ways. First, the Bekasi Regency Diskominfosantik has created a special website to socialize the Bebunge application to the public. Apart from that, they also used banners around the Bekasi Regency Regional Government office complex. The aim of this effort is for the public to know about the "Bebunge" e-government program which has been implemented in Bekasi Regency. However, in terms of conventional understanding, there are still many people who do not know about the Bebunge application because of the lack of public awareness of the existence of this application. Second, Diskominfosantik Bekasi Regency also uses digital media and social media platforms such as YouTube, Instagram and Twitter through the official Diskominfosantik Bekasi Regency account. Through this social media, they are trying to increase the socialization of the Bebunge application. However, until now, Diskominfosantik Bekasi Regency has not created a special social media account that is directly related to the Bebunge application. This is due to the lack of clear ideas from the Bekasi Regency Diskominfosantik regarding this matter. With various outreach efforts through websites, banners and social media, Diskominfosantik Bekasi Regency hopes to increase public awareness about the

Bebunge application and the existence of e-government in Bekasi Regency.

6. *Capital*(Pattern and Capital)

In developing e-government projects, it is necessary to consider capital patterns, especially those related to costs after the project is completed, such as maintenance and development. The project team must think about various types of revenue models that can be applied in a government context (Indrajit et al., 2005). In the case of the Communications and Informatics Service, budget availability is very important in implementing the programs they run. The budget must be able to help fulfill the obligations of the Communication and Information Department in providing regional information to the public. However, the capital owned by the Communications and Informatics Department is considered insufficient because many facilities and infrastructure are still needed which are quite expensive to provide optimal service to the community. One example is the renovation of the Information Tower which was recently carried out to speed up and simplify the delivery of data in implementing better e-Administration, e-Citizen, e-Services and e-Society. Therefore, a fairly large budget concentration is needed to improve better Information and Communication programs

in the Communication and Informatics Service.

In the context of implementing the Bebunge application, the Bekasi Regency Diskominfo allocates a budget in the Regional Revenue and Expenditure Budget (APBD). This budget is used for maintenance, device purchases and application operations. Although the capital contribution from the APBD is still limited, with the central government's increasing attention to the development of public services through grants, social assistance and cooperation with ministries, it is hoped that the capital burden can be further helped.

CONCLUSION

From the discussion that the researcher has described, the following conclusions can be formed:

1. The BEBUNGE application is an initiative of the Bekasi Regency Communication and Information Department to improve the quality of public services digitally. Through this application, the public can access various administrative services still new and lack of system application. The implementation of BEBUNGE has had a lack impact on the efficiency of service processes, but is also influenced by factors such as digital literacy and the readiness of government officials. The relevant agencies continue to make improvements so that BEBUNGE can become a model for other regional

governments in developing public services that are more responsive to community needs.

2. The application of e-government or the use of communication and information technology in government is believed to provide many benefits, both for the state/government and for society. For the government, e-government can increase efficiency, effectiveness and transparency in government management. Meanwhile, for the public, e-government provides convenience and comfort in accessing government services, saves time and costs, and increases public participation in government processes. Factors that support the implementation of digital public service innovations such as the BEBUNGE application in Bekasi Regency include: local government commitment, leadership support, sustainable development efforts, use of digital technology, and synergy between government and society. However, there are still challenges related to people not being used to switching from conventional behavior patterns to digital. Therefore, it is important for the government to continue to educate and make it easier for the public to use digital services so

that the benefits of e-government can be optimized.

3. The existence of a website as an initial stage of e-Government implementation is not running very well a means of lack information to the public. The availability of accurate and always updated information and news on the website is very important to provide good information services to the public. One way to provide good service is to provide information that is always updated and correct. However, there are several inhibiting factors in developing the BEBUNGE application in Bekasi Regency. Limited socialization, lack of resource support, both budget, staff and expertise, which can hinder the development and management of applications, data integration that is not yet optimal, so that applications are not fully integrated with data systems and other public services, organizational cultural resistance, where changes in employee mindset and work habits can be a challenge, maintenance and sustainability of applications that require special attention. Apart from that, another challenge faced is that people are not used to changing behavior patterns from conventional to digital. Therefore, the government needs to continue to carry out outreach

and education to increase people's digital literacy so they can make optimal use of applications.

4. The existence of a website as the initial stage of implementing e-Government is very minimum of socialization to provide good information services to the public. However, the development of the BEBUNGE application in Bekasi Regency faces several challenges, such as limited outreach, lack of resources, suboptimal data integration, organizational cultural resistance, and application maintenance and sustainability. Apart from that, efforts are still needed to increase people's digital literacy so they can make optimal use of applications.

SUGGESTION

Based on the information submitted, the following suggestions and input can be given:

1. There is a need to increase wider and more intensive outreach and education to the community regarding the existence and use of the BEBUNGE application. This is to increase people's digital literacy and encourage optimal adoption of application use.

2. Allocate adequate resources, both budget, staff and expertise, for sustainable development and management of the BEBUNGE application. This is important to ensure the quality and sustainability of the digital services provided.

3. Prioritize data and system integration so that the BEBUNGE application can be integrated with other public services, so that it can provide a better and more efficient user experience.

4. Carry out efforts to change organizational culture systematically, by involving all stakeholders, to encourage the adoption and acceptance of digital services in the local government environment.

5. Develop a maintenance and sustainability plan for the BEBUNGE application, including the allocation of necessary resources, to ensure the continuity of the digital services provided.

5. It is hoped that the implementation of the suggestions above will help Bekasi Regency in developing the BEBUNGE application as a model for other regional governments in providing digital public services that are more responsive and have a positive impact on the community.

BIBLIOGRAPHY

BOOK
Indrajit, RE (2001). E-Government in Action: Various Cases of Successful Implementation in Various Parts of the World. Yogyakarta: Andi.

JOURNAL

Aziz, RA, Hartono, S., & Puspaningtyas, A. (2022). E-Government Based Public Service Innovation: Study of Birth Certificate Services via e-Lampid in Surabaya City. Journal of Office Administration, 211-220.

Juniasih, TE, & Marpaung, IS (2023). Analysis of the Public Service System at the Padangsimpuan Batunadua District Office. Journal of Education and Development, 556-561.

Kusnadi, Y., & Kurnia, FH (2019). Measuring Website Service Quality on User Satisfaction Using the WEBQUAL 4.0 Method (Case Study: Cibinong District Court Class 1B). Journal of Information and Computer Technology, 6-12.

Munawar, Z. (2021). Benefits of Information Technology During the Covid-19 Pandemic. Journal of Information Systems.

Risnandra. (2014). E-Government Analysis in Improving Public Services at the Central Sulawesi Province Communication and Information Service. Catalog, 192-199.

Rompas, LA, Rompas, WY, & Kolondam, HF (2020). Effectiveness of the Manado City Command Center Smart Program. Journal of Public Administration, 1-8.

Sayoga, B. (2009). Reform of the Public Service Function in the Information and Communication Sector. EFFICIENCY Administrative Science Review, 46-57.

Setyadi, R., & Baqi, MH (2021). Analysis of the Use of the Bebunge Application Using End-user Computing Satisfaction Model. Journal of Information Technology and Education, 83-87.

Widodo, HW, & Fadil, M. (2022). Implementation of the BEBUNGE Application as an Effort to Improve Services in Bekasi Regency. Governance Journal of Government Science, 18-33.

Yaniar, SA, & Fatkhuri. (2023). Low Citizen E-Participation Within the Bekasi Nyambung BVae Complaint Service in Bekasi Regency. Administrare Journal: Journal of Scientific Thought and Office Administration Education, 355-366.

Zica, T.D., & Fanida, E.H. (2022). Innovation in Population Administration Services (ADMINDUK) through the Integrated Quick Accurate Population Administration Application (PANDU CAKTI) at the Tulungagung Regency Dispendukcapil Office. Publica, 487-498.