

## Mass Media in The Socialization of E-Government Policies about Online Electronic Applications Services (E-Open)

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**Abstract :** The purpose of this study was written to find out about the mass media of e-government policy socialization through online service electronic applications (E-OPEN) at the Bekasi City population and civil registration service. The focus in this research is on the mass media socialization of e-government policies through electronic online service applications (E-OPEN) at the Bekasi City population and civil registration service. This paper is the result of research using a descriptive qualitative approach. Data collection techniques that researchers use are literature studies and field studies which are divided into three, namely observation, interviews and documentation. The technique for determining informants in this study used a purposive technique, starting from the head of the Bekasi City Disdukcapil planning department, the apparatus and admins who manage the Bekasi City Disdukcapil E-OPEN application to the public using the E-OPEN application to obtain information about mass media policy outreach to the application. E-OPEN. The results of this study indicate that the mass media used in disseminating E-Government policies through Electronic Online Services (E-OPEN) applications include Instagram @disdukcapilkotabekasi, Twitter @Disdukcapil2, Youtube Disdukcapil Kota Bekasi, Website <https://disdukcapil.bekasikota.go.id>. The existence of this mass media provides benefits for the people of Bekasi regarding the policies issued by the Bekasi City Government.

### I. Introduction

Utilization of information and communication technology in government processes (e-government) is very useful for increasing the efficiency, effectiveness, transparency and accountability of government administration. With the implementation of E-Government creates good governance (good governance). E-government is the embodiment of a smart city, a concept of implementing technology that applies in the region as a complex interaction between various existing systems [1] E-Government can also be used as a means of internal communication between regional work units (SKPD) as well as two-way communication with the public via e-mail, chat or teleconference. Advances in information technology bring maximum benefits to society.

In 2020, the Mayor of Bekasi issued Mayor Regulation No. 470 of 2020 concerning population administration services through the E-OPEN (Electronic Online Population Service) application. This was carried out by the Bekasi City government to fulfill measurable and quality population administration services for all the people of Bekasi City. For the smooth implementation of this policy, the Bekasi City government is assisted by the Population and Civil Registration Service to socialize this

policy so that it can be known by the people of Bekasi City. The E-Government launched by the Bekasi City Government is by providing an online population service called Electronic Online Services (EOPEN).

This application serves as a means to make it easier for the public to apply for a residence permit that can be done anywhere. An application issued by the Department of Population and Civil Registration in the City of Bekasi for the community with simple, comprehensive and complete principles. The availability of the E-OPEN online integrated application made by the Bekasi City Disdukcapil certainly provides an opportunity for residents to easily submit several applications related to residence. Bekasi City Innovation is an E-OPEN application. This is an application that supports and advances the community, especially residents of Bekasi City in population services such as E-KTP, KK and Birth Certificates. This application allows residents to digitally complete services such as E-KTP, Family Card (KK) and Birth Certificate. The E-OPEN application allows the people of Bekasi City to manage their needs for various population documents completely independently. In the new normal era, residents do not have to go directly to the Disdukcapil office or other population management services, so the innovations that have been made have helped Bekasi residents manage population management. The E-OPEN application is a hybrid media that was first introduced to Bekasi residents on August 18 2020 and was launched by the Bekasi City Disdukcapil on September 28 2020.

One of the problems that occurs is: the lack of socialization related to E-OPEN application policies through mass media in the form of social media such as Twitter @Disdukcapil2, YouTube Disdukcapil Kota Bekasi, Instagram @disdukcapilkotabekasi, and through the website <https://disdukcapil.bekasikota.go.id> carried out by the Head of Service

Based on information obtained from the Bekasi City Population and Civil Registration Office, the number of users of the E-OPEN application until 2022 will only reach around 100,000 users. When viewed from the population of Bekasi City, which totals 3,084 million people, this figure is still far from being achieved.

Research related to the topic that the researcher will examine has also been carried out in various studies. Some of the research that has been carried out includes research by Herlina Wulandari [2] with the title "Effectiveness of Innovation of E-Government-Based Public Service Programs (Case Study of the Application "Dr. Kepo" Online Population Doctor at the Population and Civil Registration Office of Gresik Regency). This research discusses the effectiveness of population administration services through the application of Dr. Kepo at the Department of Population and Civil Registration of Gresik Regency, then regarding the supporting factors and inhibiting factors for population administration services through the application of Dr. Kepo at the Population and Civil Registration Office of Gresik Regency. The results of research conducted by Herlina show that the effectiveness of Dr. Kepo in population administration services through this application can be said to have been effective because the community was satisfied and effective with Dr. Kepo at the Population and Civil Registration Office of Gresik Regency. Factors supporting the application Dr. Kepo is collaboration with certain parties, socialization support through the media, and also adequate human resources. While the inhibiting factors for Dr. Kepo is the lack of socialization face to face as a whole to the community, and the problem of inadequate internet network at the Gresik Regency Population and Civil Registration Service.

Other research was also conducted by Edwin Riswandi [3] with the title, E-Government-Based Administrative Service Innovation through the Dinoyo Village (Sakdino) Population Administration Service System Program. This study discusses administrative service innovation in Dinoyo Village in the Sakdino program. Innovation is carried out through android-based applications to support E-Government practices. The problems discussed in this research are related to service innovation in the Sakdino program and the factors that are the key to the success of the program. The results of this research are that even though the Sakdino program's service method contains new ways and is a pilot

program for 57 urban villages in Malang, the innovations carried out in the Sakdino program still experience several obstacles from various aspects of innovation.

Research from Lestari Florence, Daicy Jetty, Lengkong, Gustaaf and B.Tampi [4] with the title, "Implementation of the Population Administration Information System (Siak) at the Department of Population and Civil Registration in the City of Manado. This study discusses the implementation of Information Systems Population Administration at the City Population and Civil Registry Service Manado, in this study the researchers focused on issuing SIAK E-KTP, it can be seen that in the service of issuing E-KTP it is still considered unsatisfactory in providing services, the existence of Human Resources in SIAK is still needed to support the implementation of SIAK because this technology still requires human resources. Humans, but on the other hand the service is considered optimal because of the ease of access to the information provided and it is based on SOP (Standard Operating Procedure) in issuing E-KTP. The results of this study can be seen that the implementation of the Population Administration Information System (SIAM) at the Manado City Population and Civil Registry Service has been going well but there are still obstacles and obstacles in the process.

And also research conducted by Vania Utamie [5] with the title "Strategy for Dissemination of Towing Policy by the West Jakarta Transportation Sub-Department". This study discusses the socialization strategy for towing policies through social media by the West Jakarta Transportation Agency, through the perspective of the case study PERDA DKI Jakarta Number 5 of 2014. There are four results that are known to the researchers: 1) Planning of the strategy for socializing towing policies by the Jakarta Transportation Agency West.; 2). Source of socialization strategy for the towing policy by the Jakarta Transportation Sub-Department West.; 3). Obstacles to the socialization strategy of the towing policy by the West Jakarta Transportation Sub-Department; and 4) Audience description of the dissemination of the towing policy by the West Jakarta Transportation Sub-Department.

As well as the results of research from Regita Vania Ronnyta [6] concerning Licensing Service Innovation through Si-Cute at the Investment and One-Stop City Integrated Services Service (DPMPTSP) Semarang City found that the SI-IMUT Application is a solution to a problem experienced by DPMPTSP Semarang City to improve public services. Public service activities carried out by DPMPTSP Semarang City employees have become more effective and efficient.

The novelty of this study with previous research is that the subjects studied by previous researchers focused more on the mass media used in the socialization of e-government policies regarding online electronic service applications (e-open), whereas in this study the researchers focused more on aspects of the mass media used. in e-government socialization which is the main object of research. by using descriptive method qualitative approach.

The purpose of this research is to see and know the mass media used in e-government policy socialization regarding online electronic service applications (e-open).

Based on this background, the researcher is interested in conducting research related to mass media in socializing e-government policies regarding electronic online service applications (e-open).

## 2. Method

This research uses a descriptive method with a qualitative approach, descriptive research focuses on problems as they occur when descriptive research is carried out. The goal is to get an objective explanation. This design was chosen by researchers for systematic and efficient research and analysis. Research design is a set of research processes carried out by a researcher in conducting a study, starting from planning research, selecting data, collecting research data at a certain time. According to the view of Suharsimi Arikunto [7], descriptive research aims to provide an overview to researchers about the state of the data and how, how much, and how much. The data collected is in the form of words and photos, not in the form of numbers.[8]

The research conducted is descriptive in nature aiming to find out or describe the reality of the events under study so as to make it easier for researchers to obtain objective data in order to know the mass media in the Socialization of E-Government Policy through Electronic Online Service Applications (E-OPEN).

Informants in this study are people who can provide the information that researchers need during the research period, namely people who are very knowledgeable about this E-OPEN application. In this study, researchers used a purposive technique to identify informants. Sugiyono [9] is of the view that purposive is a technique for determining informants with considerations. The reason for choosing informants using a purposive technique is because not all sample selection using a purposive technique has criteria according to what the researchers have determined.

In the research that became informants for researchers, namely:

1. Informants from apparatus at the Department of Population and Civil Registration in the City of Bekasi, consisting of:
  - a. The head of the planning sector, the researcher became the resource person because he felt he had the task of preparing formulation, compiling policy programs, and knowing the implementation of population services through the E-OPEN application at the Bekasi City Population and Civil Registration Service.
  - b. Operators/admins managing E-OPEN because they are in control of the E-OPEN application and understand the types of services registered by the public and officials who carry out the disposition of E-OPEN
2. Users of the E-OPEN application as informants who can provide information regarding the socialization of E-Government policies in the E-OPEN application at the Bekasi City Population and Civil Registration Service.

Miles and Huberman [10] suggest that activities in data analysis after data collection are data reduction, data display, and data verification. Data analysis techniques used by researchers are as follows:

First, Data Reduction. The data reduction stage was carried out to select data that was considered correct and in accordance with the investigation carried out, to classify the data obtained by researchers during observations at the Bekasi City Population and Civil Registration Service. Researchers then look for similarities in the discussion of research problems. This provides an overview of the reduced data and makes it easier for researchers to collect other data. To help researchers provide accurate and high-quality data and solve research problems regarding mass media in the Socialization of E-Government Policy regarding Online Electronic Application Services (E-OPEN) at the Bekasi City Population and Civil Registration Service.

Second, Data Display (Data Presentation). Data Display or presentation of research data is from the results of observations, interviews, and literature searches conducted by researchers based on issues related to mass media in the socialization of E-Government policies regarding online electronic service applications (EOPEN) at the population and civil registration services in Bekasi City. . This is done by reviewing existing data at the Bekasi City Population and Registration Office. In the next step, the researcher draws conclusions from the data and information obtained.

Third, Conclusion Verification. After presenting the data, the researcher's next step is to look again at existing data or collected through field observations so that they can better understand the problems of researchers and answer researchers' problems related to the mass media in socializing E-Government policies regarding electronic online service applications (E-OPEN) in the government department. population and civil registration of Bekasi City. In addition, researchers conduct reviews to get accurate conclusions and better understanding.

### 3. Result and Discussion

The mass media has a great influence on society to socialize different values and norms. Society generally agrees that the role of the mass media in everyday life is so great that most of what people do comes from the mass media. The things that come out of the mass media are also part of the values that apply to society. Therefore, the mass media is referred to as one of the agents of socialization. In the process of socialization by the mass media, everyone has an impact on knowledge about values and standards of living that are different. In this process, one becomes aware of what cannot be done, what can be done and what needs to be done to build a better society. In this case, the mass media is influential in the socialization process of E-Government policies regarding the application of Electronic Online Services (E-OPEN). Based on observations made in the field by researchers, the Bekasi City Population and Civil Registration Service in disseminating E-Government policies through the E-OPEN application, is more focused on disseminating these policies through social media and there are only a few electronic media such as articles discussing the existence of policies in the E-OPEN application.



**Figure 1.** Electronic Media reports about the E-OPEN application  
(Source: Screenshot results of researchers, 2022)

Figure 1 show that, policy socialization regarding the E-OPEN application has been carried out through electronic media so that the public can find out information about the policy. According to the Head of the Bekasi City Disdukcapil Planning Division, based on the results of interviews conducted by researchers regarding the mass media, namely:

"For the socialization of the policy regarding E-OPEN itself, the Bekasi City Disdukcapil is indeed more focused on using social media to disseminate this policy. Based on the survey that has been conducted, Disdukcapil sees that nowadays many people use social media, so that makes it easier to socialize the E-OPEN application. Apart from social media, Disdukcapil also cooperates with several electronic media." (18-08-2022).

The Bekasi City Population and Civil Registration Service uses several social media to socialize E-OPEN application policies such as:

- Instagram @disdukcapilkotabekasi,
- Twitter @Disdukcapil2,
- Youtube Disdukcapil Bekasi City,
- Website <https://disdukcapil.bekasikota.go.id>

Figure 2 is a form of the socialization that has been carried out by the Bekasi City Population and Civil Registry Office in disseminating E-Government policies through the E-OPEN application:



**Figure 2.** Dissemination of the E-OPEN application through the Bekasi City Disdukcapil Instagram  
(Source: Research Screenshot Results, 2022)

Figure 2 show that the Bekasi City Population and Civil Registration Service has conducted socialization of policies on the E-OPEN application through Instagram social media. However, judging from the number of likes in the image, there was a lack of response from the people of Bekasi City regarding the socialization image. This shows that there are still many Bekasi City residents who are not aware of the existence of the E-OPEN application. Based on the results of observations made by researchers, the socialization of policies carried out by the Bekasi City Disdukcapil regarding the E-OPEN application through Instagram was less effective. Because if you look at the response you got on the posting page, there are still many Bekasi City residents who are not aware of the existence of the post, which has resulted in the lack of success in socializing the policy on the E-OPEN application. And it also has an impact on the lack of delivery of information regarding this policy to the people of Bekasi City so that many people of Bekasi City say that the community does not yet know clearly about the existence of a policy on the E-OPEN application.



**Figure 3.** Dissemination of the E-OPEN application through the Bekasi City Disdukcapil Twitter

Based on figure 3 shows that the Bekasi City Population and Civil Registration Office has socialized the E-OPEN application through Twitter social media. And if you look at the two social media that have been used by the Bekasi City Disdukcapil, the number of community responses to socialization posts for the E-OPEN application looks much larger. Based on the results of observations made by researchers, the socialization carried out by the Bekasi City Population and Civil Registration Service regarding the E-OPEN application policy through social media Twitter, the response received from the people of Bekasi City has increased. Judging from the number of responses from the two posts, several residents of Bekasi City are already aware of the existence of the E-OPEN application through the two posts. The following figure 4 shows some of the public's responses regarding the two posts:



**Figure 4.** Public Responses to Twitter Posts related to the E-OPEN Application  
(Source: Research Screenshot Results, 2022)

Based on figure 4 and based on the results of the observations that have been made, it can be seen that the socialization of the E-OPEN application policy carried out by the Bekasi City Population and Civil Registration Service through social media Twitter has been quite successful because judging from the response to the post there are already several people The City of Bekasi is aware of the existence of the E-OPEN application and some of them have even used the application.

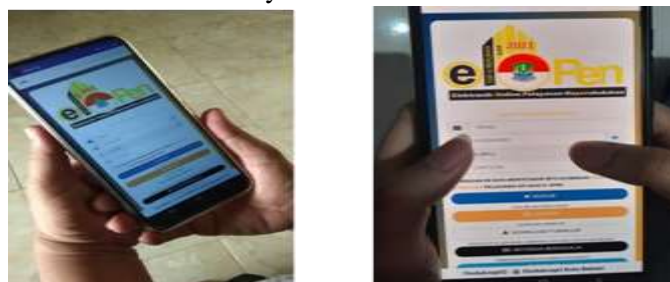


**Figure 5.** Socialization of the E-OPEN application through the Youtube channel Disdukcapil Bekasi City  
(Source: Research Screenshot Results, 2022)

Figure 5 shows that, the Bekasi City Population and Civil Registration Office has collaborated through LAPEALUSTV to socialize the E-OPEN application. Then, when viewed from the number of views obtained on the socialization video posted via the Disdukcapil YouTube channel for the City of Bekasi, it shows that more people are interested in information about the E-OPEN application. Based on the researchers' observations while in the field, according to the public's view of the socialization of policies carried out by the Bekasi City Disdukcapil regarding the E-OPEN application through social media, it is less influential in socializing the policy, because not all members of the public understand and understand how to use social media. Apart from that, when viewed based on the level of human resources, the community is of the view that not all people can afford to buy or have cell phones so that this can hinder the course of policy socialization regarding the E-OPEN application.

Based on the results of interviews conducted by researchers with the public regarding the mass media regarding the socialization of the E-OPEN application policy, they said that: "The socialization of the policy carried out by the Bekasi City Disdukcapil has actually been quite good, but it is suggested that the Bekasi City Disdukcapil add the media used for socializing the E-OPEN application policy such as through radio or newspapers so that it is more widely spread among the community." (10-08-2022).

The following is a picture of some Bekasi City residents who have used the E-OPEN application:



**Figure 6.** Bekasi City Communities Using the E-OPEN Application  
(Source: Researcher Observation Results, 2022)

Based on the results of researchers' observations in the field, the two images are the result of socialization carried out by the Bekasi City Population and Civil Registration Service regarding the E-OPEN application policy. And judging from the number of users of the E-OPEN application, researchers consider that the socialization of the policy carried out by the Bekasi City Population and Civil Registration Office has succeeded in increasing the number of users each year for the application.

**Table 1.** Number of E-OPEN Application Users in 2020-2022

NO.	Tahun	Number of E-OPEN Users
1.	2020	42.560.00
2.	2021	56.345.00
3.	2022	77.000.00
Total Number of E-OPEN Users		175.905.00

(Source: Department of Population and Civil Registration of Bekasi City, 2022)

Based on table 1 shows that, the researcher considers that the mass media used to disseminate E-OPEN application policies is very important for the process of socializing the E-OPEN application so that it runs well. Judging from the results of interviews conducted by researchers, the role of the mass media in disseminating E-OPEN application policies has obstacles and drawbacks. One of the obstacles is that nowadays not all people have social media or cellphones. Meanwhile, the drawback lies in the lack of mass media used to socialize the E-OPEN application policy to the public.

#### 4. Conclusion

The mass media used in socialization is still lacking, where the Bekasi City Disdukcapil in socializing policies on the E-OPEN application only uses social media such as Instagram, Twitter, Youtube and the Website.

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