TOURISM SERVICES IN PURWAKARTA DISTRICT BASED ON OGAN LOPIAN APPLICATION

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ABSTRACT

The purpose of this research is to analyze the tourism service model in Purwakarta Regency based on the Ogan Lopian application. This research method uses a literature review with a qualitative approach. The results of this research show that tourism services based on the Ogan Lopian application have increased the accessibility of public services, reduced bureaucracy, and made it easier to interact with local governments. The public can quickly access information and provide feedback through this platform. The conclusion is that tourism services in Purwakarta Regency based on the Ogan Lopian application can increase the efficiency and effectiveness of tourism services in Purwakarta Regency. The positive impacts involve increasing community participation, transparency and accountability of local governments. It is hoped that the impact of this research can provide guidance for other local governments in adopting and implementing application-based tourism service models. In this way, it is hoped that it can create a government that is more responsive, efficient and better serves the needs of the community.

Keywords: Implementation, Public Services, Tourism

INTRODUCTION

Tourism destinations today face new challenges stemming from changes in tourist behavior and changes in the physical environment, influenced by information and communication technology. To remain competitive, destinations need to be effective in communication and information exchange. Information and communication technology plays a crucial role in enhancing destination competitiveness, creating valuable experiences for tourists, improving communication efficiency, and supporting the automation of tourism management. Travelers now prefer to get information online, using various platforms such as websites, e-mails, web ads, blogs, social networks, and mobile applications before their visit to tourism destinations. Novianti, E., & Wulung, S. R. P. (2020).

Advances in information technology, as part of the globalization phenomenon, have become an integral part of today's modern society. This development places great demands on the government as a service provider to become more open, effective and efficient in carrying out its government duties. Apart from that, information technology also makes it easier for people to access information, especially information related to government. In this context, the government is encouraged to apply the concept of good governance, which is often referred to as good governance. (Haura, A. 2018).

Public services can be defined as all types of services that aim to provide goods or services needed by the community. This service must have certain criteria, one of which is that it has a significant impact on society and is really needed, and is related to achieving common goals stated in the constitution or government

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The 7th International Conference on Business,
Economics, Social Sciences, and Humanities 2024
E-ISSN: 2830-0637

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planning documents. Public services must also fulfill the basic needs and rights of citizens. In other words, public service is a form of service in the form of goods or services provided by the government to the community, with the aim of making the community feel satisfied with the service. Dwiyanto (2022)

There are 4 levels in the service concept that uses information technology or E-Government, namely: preparation, maturation, consolidation and utilization. The application of the e-government system is expected to increase efficiency, effectiveness, transparency and accountability in the government system. According to the Ministry of Communication and Information, E-government is the application of information technology that uses the internet and other digital devices managed by the government. The aim is to convey information online to the public, business partners, employees, business entities and other institutions. (Syocaine, R. B., 2023).

The Purwakarta Regency Government has confirmed its commitment to providing centralized public services through a command center. The Department of Communication and Information is leading the implementation of e-government based public service programs through an initiative known as Ogan Lopian. This process began with the launch of the Ogan Lopian Application in 2017, and continues to develop by providing information sharing services regarding tourism in Purwakarta Regency as well as complaints and emergencies through the 112 Ogan Lopian Call Center in 2018.

This public service involves emergency applications and complaints via the 112 call center which can be accessed by local communities in Purwakarta Regency. The main functions of this service include incident reporting, incident monitoring, incident analysis, resource control, connection with other Regional Apparatus Organizations (OPD) in the Purwakarta area, and evaluation of various aspects of community problems. The main objective is to ensure that public services operate optimally, effectively and efficiently in dealing with various problems that arise in society.

By adopting e-Government knowledge, Sinaga, K. (2018) explained that government aims to implement management systems and work processes within the government, including autonomous regional governments. This is done by optimizing the use of information and communication technology. Along with the development of information and communication technology, various sectors of human life are experiencing significant changes. By adopting e-Government implementation, it is hoped that it can bring efficiency, transparency and responsiveness to the implementation of public services and the overall government work process.

LITERATURE REVIEW

Based on research conducted by Auliyaa, P (2021), in this context, the public sector continues to develop various service models. The Purwakarta Regency Government responded to this situation by improving public services through e-government, which was implemented through the Ogan Lopian application and the 112 Ogan Lopian call center service by the Communications and Informatics Service. This electronic-based public service aims to optimize the potential of services to the community in an effective and efficient manner. In this way, the Purwakarta Regency government is trying to provide better services and support people's lives through the integration of technology in the public service system.

Then research conducted by Sirajuddin (2021) In short, the quality of implementation of basic public services in the social sector has a positive influence on the level of community satisfaction. Partial analysis shows that reliability and empathy are the main factors influencing satisfaction, while physical evidence, responsiveness, and waiter ability are considered as supporting factors. Therefore, improvements in reliability and empathy are expected to significantly increase public satisfaction with public services in the social sector.

Further research conducted by Tasyah, A (2021) found that the use of electronic government still requires consolidation and maturation in terms of service quality, such as efficiency, trust, reliability and community support. Barriers to the implementation of digital-based public services cannot yet be avoided, especially because e-government in Indonesia is still facing technical challenges. The importance of increasing efficiency, trust and reliability in the implementation of electronic-based public services reflects that there

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The 7th International Conference on Business,
Economics, Social Sciences, and Humanities 2024
E-ISSN: 2830-0637

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is still room for renewal and improvement in the e-government system. government. Apart from that, community support is also a critical factor that needs to be considered, indicating the importance of an approach that involves participation and positive responses from the community in using e-government. Efforts to overcome technical barriers and strengthen aspects of service quality can be key steps in increasing the effectiveness and acceptance of e-government in Indonesia.

Then further research was carried out by Shafira, A. (2021) The implementation of e-government in Kulon Progo Regency can be said to have not been effective because the Kulon Progo Regency Government is less likely to use applications compared to other regional governments in the Special Region of Yogyakarta. However, with the preliminary performance examination of the Electronic Based Government System (SPBE), it is hoped that the use of the application can increase so that the service becomes more precise and makes financial management easier. The main goal is so that financial management can be carried out in a timely and accurate manner. SPBE's preliminary performance examination can be considered as a first step to evaluate and improve the effectiveness of e-government implementation in Kulon Progo Regency. By adopting more applications and ensuring their optimal use, it is hoped that public services and financial management can be improved in accordance with community standards and needs.

And research conducted by Bao, B. (2023) with research on the application of E-Government in public services in Jayapura City that the Jayapura City Government has attempted to implement e-Government to provide effective, efficient, transparent and accountable public services, in accordance with the Instruction of the President of the Republic of Indonesia Number 3 of 2003. Although However, the implementation of electronic-based public services has not yet reached its maximum level. The main obstacles include lack of availability of human resources, communication technology infrastructure constraints, limited budgets, and organizational problems. In addition, security breaches such as data breaches and cyber attacks are significant challenges in implementing e-Government.

Therefore, researchers found that the implementation of this E-Government based public service model can run well and can increase the efficiency and effectiveness of public services in Purwakarta Regency if regional officials provide more socialization to users of the Ogan Lopian application. Of the five existing studies, there are similarities and differences in the objects of study. The similarity is that the research focuses on the implementation of public services, while the difference lies in the object of study. Therefore, researchers are interested in analyzing the implementation of the e-Government-based Ogan Lopian application public service model in Purwakarta Regency, using a qualitative approach with a library study or literature review method. This research focuses on the implementation of a public service model which can aim to increase the accessibility of public services, reduce bureaucracy, and make it easier to interact with local governments. The public can quickly access information, submit requests and provide feedback through this platform. And it is hoped that the results of this research can provide valuable insight for managing the Ogan Lopian application.

METHODOLOGY

This research uses a qualitative approach with a literature review method. The data collection method in this research is carried out through understanding and learning theories from various related literature. Sugiyono (2012) suggests four stages of library study, namely preparing the necessary equipment, compiling a working bibliography, organizing time, and reading and recording research material. Data collection was carried out by searching for sources and reconstructing information from various sources such as books, journals and previous research. The analysis method used involves content analysis and descriptive analysis. Library materials obtained from various references are analyzed critically and in depth to support research propositions and ideas.

DISCUSSION

Ogan Lopian is an application created by the Purwakarta Regency Government with the aim of connecting, monitoring, analyzing and controlling various resources in the city. This aims to increase the effectiveness and efficiency of utilizing these resources, with the hope of providing maximum service to residents. The following is the concept of e-government based public services:

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The 7th International Conference on Business,
Economics, Social Sciences, and Humanities 2024
E-ISSN: 2830-0637

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1. Conformity to Regulations: Public services must comply with regulations and rules that have been prepared by the government or related institutions. These rules include procedures, standards and principles governing service delivery.

2. Transparency and Accountability: Public services are also expected to be transparent and accountable. Information related to services, procedures and policies must be easily accessible to the public, and service providing agencies are responsible for the quality and results of the services provided.

3. Community Participation: The community generally has a role in participating in the process of providing public services. Mechanisms for participation, feedback and community involvement can increase the effectiveness and relevance of services.

4. Justice and Equality: Public services must be implemented with the principles of justice and equality, meaning that every citizen has the same right to receive services without discrimination.

5. Use of Technology: In the modern era, public services are increasingly using information technology to increase efficiency, accessibility and transparency. The concept of e-government or electronic-based government is one form of technology implementation in the delivery of public services.

So the Purwakarta Regency Government is bringing innovation in the development of public services by entering the era of digitalization, known as e-government. Who was given the name .Ogan Lopian. This application is designed to optimize the handling of public information, ensure target accuracy in the analysis of complaint information from the application, identify areas that may experience problems through the system and involve regular evaluations to monitor achievements and deal with problems that arise.

The Purwakarta Regency Government continues to innovate by utilizing technology to provide services to the public. Ogan Lopian has two main categories, namely the Ogan Lopian Application which can be downloaded via Playstore on a gadget or smartphone. This public service is under the supervision of the Purwakarta Regency Communication and Information Service and is responsible to the Purwakarta Regency Regional Government. This application has been available since July 17 2017. This initiative shows the regional government's commitment to utilizing technology to improve the quality of public services and support the needs and security of the community in Purwakarta Regency. Atthahara, H. (2018).

The Tourist Destinations feature in the Ogan Lopian application aims to be a means of introducing, displaying and providing directions to tourist locations, history, culture, nature and other important places that can be found in the Purwakarta area. With this feature, application users can easily explore and find information related to tourist destinations in Purwakarta Regency. This not only makes things easier for tourists, but also supports promotion and public understanding of the richness and potential of tourism in the area.

The Ogan Lopian application provides various features that can make it easier for users to explore Purwakarta. The features that can be accessed through this application include tourist destinations, restaurants, accommodation, events, road directions to tourist destinations, places of worship, communities and tourist call centers which include fire, police and ambulance services in Purwakarta Regency. Apart from that, this application also offers tourist destination services by providing information about sixty types of tourist destinations which can be explored widely through this application. With these features, Ogan Lopian Purwakarta aims to provide users with a better experience in planning and enjoying their trips in Purwakarta, as well as making it easier to access important information related to emergency services and activities in the area.

At the Pesona Indonesia event, Ogan Lopian Purwakarta won 3rd place at the national level. Before the presence of the Ogan Lopian application, the Purwakarta Regency Tourism and Culture Office promoted its tourism sector through various social media such as Instagram, Twitter, Facebook, as well as websites or circular books containing tourist destination locations spread throughout Purwakarta Regency. Adha, I. A., Voutama, A., & Ridha, A. A. (2023).

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The 7th International Conference on Business,
Economics, Social Sciences, and Humanities 2024
E-ISSN: 2830-0637

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Since its launch, the Department of Tourism and Culture has set a target for the number of visitors or tourists at the end of each year. In 2022, the number of tourist visitors in Purwakarta Regency will reach 1,423,486 tourists, as seen in the picture below.

Figure 1 : Data on the number of tourist visitors

Source : Aplication Ogan lopian

This application makes it easy for domestic or foreign tourists to explore Purwakarta Regency, facilitating access to various public services and other supporting facilities. Tourists only need to use the features provided in the application according to their needs. The following are some of the features contained in the Ogan Lopian Purwakarta application.

The theory used in the research analysis, namely Charles O Jones' theory outlined in the work of Agustino (2016: 154-155), highlights three types of activities that are important in implementing programs or policies. The three types of activity include:

a) Organization: Organization in providing public services through the Ogan Lopian application consists of human power, time, and the provision of goods or services. In Purwakarta Regency, the implementation of electronic-based public services involves employees of the Communications and Information Department who are divided into several fields.

b) Interpretation: Interpretation of results is carried out through the delivery of information and understanding about electronic-based public services, especially the Ogan Lopian application. Communication and Information Service (Diskominfo) employees carry out outreach through sub-district weekly meetings with village heads or their staff. Socialization is also carried out through various social networks. Apart from that, visual efforts or images in the form of standing banners, billboards and brochures at the Purwakarta communications and information office are also used to disseminate information to the public. All of these efforts aim to increase public knowledge about Ogan Lopian services organized by the Purwakarta Regency Government and encourage public participation in using public services via electronic means.

c) Application: In carrying out public service activities, the public can use the Ogan Lopian application by having an account. This application can be accessed via smartphone by downloading it from the Play Store. As a security measure, users must enter their Purwakarta Regency KTP NIK before accessing certain features, such as public reports, to avoid reports that may be hoaxes or fake. Some features, such as public reports, cannot be used until the verification process is complete.

However, in its implementation there are still shortcomings, namely the problem of uneven internet network access in Purwakarta Regency, especially in rural areas, which is a problem in providing electronic-based public services, because internet access is still not yet accessible, making it difficult for users of the

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The 7th International Conference on Business,
Economics, Social Sciences, and Humanities 2024
E-ISSN: 2830-0637

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Ogan Lopian application in villages. village which is far from the city center of Purwakarta. People in rural areas, especially the elderly, tend not to have gadgets or smartphones, making it difficult to access this application. Application users tend to come from urban areas, especially the younger generation (millennials) who are more familiar with and care about technological advances.

Encouraging innovation in public services through initiatives like KIPP and the One Agency, One Innovation movement can play a significant role in enhancing the organizational culture within government institutions. By promoting a culture of innovation, these programs motivate employees to develop and implement creative solutions that benefit the community. This heightened sense of purpose and engagement not only improves the quality of public services but also boosts overall performance and efficiency within government entities. (S. Kurniawan and A. Nurcahyo. (2020).

CONCLUSION AND RECOMMENDATION

The implementation of the Ogan Lopian Application for tourism services in Purwakarta Regency has had a significant positive impact. Based on the research findings, conclusions that can be drawn include several key points. One of them is that this technology encourages community participation and makes it easier for them to access information and submit applications efficiently. San adoption of e-government technology contributes to improving service quality by providing easy access to information and interaction between the public and local government, which in turn increases public satisfaction and trust in public services. Overall, tourism services in Purwakarta Regency based on the Ogan Lopian Application not only achieve operational efficiency but also strengthen community involvement, increase transparency, and improve the overall quality of public services. The potential for further development could make Purwakarta Regency a role model in providing technology-based public services at the local level.

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The 7th International Conference on Business,
Economics, Social Sciences, and Humanities 2024
E-ISSN: 2830-0637

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The 7th International Conference on Business,
Economics, Social Sciences, and Humanities 2024
E-ISSN: 2830-0637

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