

## OPTIMIZATION OF VILLAGE INFORMATION SYSTEMS IN VILLAGE INFORMATION DISCLOSURE IN MASAWAH VILLAGE, CIMERAK DISTRICT, PANGANDARAN REGENCY

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### ABSTRACT

*The era of technology makes it easier to do an activity and change a job to be easier. This is inseparable from the implementation of village governance in Masawah Village, Cimerak District, Pangandaran Regency. This is by Law Number 6 of 2014 Article 86 paragraph 4 which mandates that the Village Information System contains information covering village data, village development, rural areas, as well as other information related to village development and rural area development. Likewise, what happened in Masawah Village, Cimerak District, Pangandaran Regency which became a new autonomous region that made the Village Information System a means of administering village government by utilizing the Village Information System. However, in practice, the Masawah Village Government has not been able to optimize the existing Village Information System as an effort to provide public information disclosure and public services easily and quickly. The method used in this study is a qualitative descriptive method. The results showed that the optimization of the Village Information System in Public Information Disclosure in Masawah Village, Cimerak District, Pangandaran Regency was still not running optimally, this was because there were still many obstacles experienced by the Masawah Village government, Cimerak District, Pangandaran Regency in optimizing the Village Information System, such as Source Human Resources, Infrastructure, and Technology Readiness in Masawah Village, Cimerak District, Pangandaran Regency.*

**Keywords:** *Optimization, System Information, Village Openness, Government, Masawah Village*

### Introduction

Information and communication media in Masawah Village, Cimerak District, Pangandaran Regency began to be developed within a village government, starting from the use of the official village government website based on co. id, to social media such as

*Instagram, YouTube, Facebook, and other social media to provide services. and public information disclosure through the Village Information System effectively and efficiently. However, in its implementation, there are still many obstacles that occur in optimizing the Village Information*

System in Masawah Village, such as the lack of costs in managing the Village Information System, village website, social media, lack of support from the Masawah village government such as making regulations on the Village Information System that delayed, and human resources in the village of Masawah still have not fully accessed the Village Information System.

The management of information and communication technology carried out by the village government both through the official website of the Masawah village government and social media managed by the Masawah Village government is expected to have an impact on village progress in Masawah village, such as village economic progress, community economy, and rural area development. . Therefore, the village government is expected to be able to optimize the Village Information System by what has been mandated in Law Number 6 of 2014 concerning villages and in Law Number 14 of 2008 concerning Public Information Disclosure.

Village Law Number 6 of 2014, mandates aspects of village management that are expected to encourage village progress by optimizing the potential of the village. One of the obligations carried out by the Village according to the Village Law is Public Information Disclosure, which is to design, implement, and report on the use of village budgets and resource management. All these activities are required to be easily accessible by the public. Ease of accessing information has been

mandated by Article 2 paragraph 3 of Law Number 14 of 2008 concerning Openness of Public Information. The law requires that all public information can be obtained quickly and on time, at a low cost, and in a simple way.

In line with this statement, public information disclosure at the village level has begun to be built and developed through the Village Information System. This Village Information System is realized either through the official website of the Village Government or Blogspot on Village information.

Article 86 paragraph 4 of Law Number 6 of 2014 concerning Villages mandates that, the village information system contains information that includes village data, village development, rural areas, as well as other information related to village development and rural area development. Furthermore, the Village Law regulates that village information systems are managed by the Village Government and can be accessed by the community and stakeholders. This village information system connects the function of managing data and information as a whole in the village scope using the sophistication of information and communication technology. The Village Information System applied to villages has three basic functions. The three functions are that the village can provide public services, development planning, and mapping the situation openly and more broadly. Based on the function of the Village Information System, the village government has a strategic and

important role in public policy planning at the village level by involving the community in decision-making. With the Village Information System through the official website and Blogspot, the village government is expected to be able to become an effective, efficient, open, and responsible government.

The implementation of the village information system is realized by using the desa.id domain. The domain name is used for a village information system based on the official village-level government website, in addition, there is also a Village Government that uses the Blogspot.co.id domain as a village information system media. The desa.id domain displays information on village profiles, village government apparatus, programs carried out by the village with its citizens, services to the community about village activities, village government policy products, and promotion of village potential. This happened in several villages in Pangandaran Regency. Such as Masawah Village which is one of the villages in Pangandaran Regency which already has a Village website.

This official website is a form of development in the era of globalization and digitization of village government administration services through technological sophistication. Government services through the official website due to a global phenomenon, the government is asked to be more responsive to the demands of its people, further improve the performance of its bureaucracy and administration so that the quality of

services to the community and those concerned improves significantly, is better at producing quality decisions, is more aware various fundamental changes that must be understood and carried out by the current Village Government.

The majority of government services to the community are matters relating to the collection, processing, and provision of various data, information, knowledge, and policies, and their distribution to all members of the community in need. Seeing the form of service, it is necessary to play the role of technology in providing good quality applied through the website. Based on this, the official Village website, namely the Village Information System, is information provided by the Village Government in providing information quickly and easily by utilizing the sophistication of Information and communication technology to the community and other parties that can be accessed by all elements of society easily. It aims to provide a public service to the community so that it can be easier to get a public service professionally, accountability, transparency, excellent service, democracy and participation, efficiency and effectiveness, and can be accepted by the whole community. Based on these principles, the Village Information System becomes a medium for government administrators to open themselves to the public. This is due to the public's right to obtain correct, honest, and non-discriminatory information regarding government administration information.

In practice, the village information system is a challenge for the Masawah Village government, Cimerak District, Pangandaran Regency, and the village community itself. The challenge is in the form of human resource capacity both from the side of the organizer and recipient of the information, and the capacity of the availability of infrastructure at the village level. This challenge shows that there is a gap regarding media literacy at the village level, namely that there are still many official village websites and village blogs that are less up-to-date in terms of information and page views.

The implementation of the Village Government in Masawah Village has carried out service openness, namely utilizing the sophistication of information and communication technology, such as the management of the Village Information System (SID), Instagram, Youtube, Facebook management which leads to digital villages.

## **Literature Review**

### **1. Village Information System**

Internet connection in rural areas has begun to be enjoyed by all people, although there are still obstacles in the quality of the existing network in these rural areas. But this is an advantage for a village government in providing services to the community through digital media, such as the use of websites, Village Information Systems (SID), Instagram, *Youtube*, *Twitter*, and *Facebook*.

According to Solekhan (2014:71) states that:

"Village Information System, namely providing information on Regency/City development planning for Villages in the form of hardware and software, and networks, which include: village data, village development data, rural areas, as well as other information related to village development and rural area development. . Where the Village Information System is managed by the Village Government and can be accessed by the community as well as by all stakeholders.

The Village Information System (SID) is the provision of information managed by the Village Government both through software and networks to provide convenience for the community to obtain services and information and can be an effort in developing the potential of rural areas by applying the principle of open government (Open Government).

### **2. Human Resources**

Human resources are the most important thing in all things because, without ready human resources, all the goals to be achieved will be hampered.

According to Ndraha in Purwadhi (2019:7) states that:

"Human Resources are people who are ready, willing, and able to contribute to efforts to achieve organizational goals. In population science, the concept of human resources can be aligned with the concept of manpower which includes the labor force and not the labor force. The working force is also known as workers.

Human resources are an aspect that is contained in humans themselves

who are trained to become adaptive and transformative social beings who can manage themselves and manage the potential of the natural surroundings for the better to achieve their goals and prosper life in a balanced and sustainable order.

### **3. Optimization of Public Services**

In the Big Indonesian Dictionary, W.J.S Poerdwadarminata (1997:753) stated that: Optimization is the result achieved by the wishes, so optimization is the achievement of results as expected effectively and efficiently.

According to Hayat (2019:27) states that:

“Optimization of public services is a necessity for the government and is the goal of the community. Providing quality services to the community as service recipients, so that community-oriented services can be carried out optimally.

Optimization is a plan that has been made and can be achieved according to what is desired, be it by individuals, groups, or governments.

According to Hayat (2019: 27), several factors can influence optimizing public services, namely:

- a. Leadership.
- b. Organizational Culture.
- c. Institutional.
- d. Work Procedure (standard operating procedural).
- e. Service Standard.
- f. Community Complaint Management.
- g. Control and Evaluation.
- h. Infrastructure.
- i. Use of Information Technology.

- j. Human Resource Management.

This makes it a benchmark for optimizing public services according to Hayat (2019: 27) which can be used as a guide for a government to be able to optimize public services in the era of sophistication of information and communication technology by utilizing village information systems.

### **4. Public Information Disclosure**

Disclosure of public information is something that must be provided by a public agency to the public so that in its implementation there is nothing that can give a bad view to the public agency.

Rahayu et. (2020:16) mention the definition of openness, namely "That the public must easily be able to know the procedures or procedures for requirements, work units or officials in charge of service providers, completion times, details of time and rates, and other things. related to the service process clearly and openly.

Therefore, service providers are required to provide information openly so that it is easily known and understood by the public, whether requested or not.

Public Information Disclosure is the convenience of the public in knowing the procedures or procedures for requirements, service delivery, completion time, information, and other matters relating to the process of providing services clearly and openly.

### **5. Village Administration**

The village government is one of the governments closest to the community, therefore the village government acts as an example for the

community on how to organize a government to prosper the community.

According to S. Pramudji in Solekhan (2014:22) states that government is an act of the government carried out by the organs or bodies of the legislature, executive, and judiciary to achieve the goals of state government.

### **Methods**

The research method used in this research is the descriptive qualitative research method. The data collection methods are carried out through a. Literature Studies, b. Interview (Interview), c. Observation.

In addition, to get the data correctly, the researcher took 8 (eight) people as informants in this study. Then the data processing/analysis techniques carried out by the researchers were carried out by a. Data Reduction, b. data presentation, c. conclusion.

### **Results and Discussion**

From the results of research that have been carried out by researchers on Optimizing Village Information Systems in Public Information Disclosure in Masawah Village, Cimerak District, Pangandaran Regency, it can be found that the level of optimization of village information systems in Masawah Village is still not optimal, this can be seen from several results. research as follows:

#### **1. Leadership**

The Role of a Person to Masawah Village, Cimerak District, Pangandaran Regency is one of the most important factors in the process of Optimizing

Village Information Systems in Masawah Village. Because this will make a great form of support for the manager of the Village Information System itself.

This is shown by how the role of the Village Head in Masawah Village in supporting the Optimization of Village Information Systems in Public Information Disclosure in Masawah Village, Cimerak District, Pangandaran Regency according to the results of interviews that have been conducted.

Then the Village Head as the one who has the authority in implementing the village government can help in optimizing the Village Information System in Masawah Village even though many obstacles occur, ranging from the absence of facilities, lack of support from within, and still using their costs. This shows that the role of leadership in an organization is needed to achieve a planned goal.

Then for the results in the field after conducting research, there is a change in leadership, this is shown by the lack of power from a leader in providing a decision related to optimizing the Village Information System, starting from the delay in making village regulations, the absence of special training for managers, and the lack of strength. in mobilizing its members in supporting the Optimization of the Village Information System in the disclosure of public information in Masawah Village, Cimerak District, Pangandaran Regency.

#### **2. Organizational Culture**

Organizational culture in a village government will of course

affect the process of optimizing the Village Information System, this is also shown in a government in Masawah Village, Cimerak District, Pangandaran Regency.

This is evident in the government of Masawah Village, Cimerak District, Pangandaran Regency that the culture in the organization affects the Optimization of the Village Information System in the disclosure of public information.

For the results in the field after researching that the organizational culture in Masawah Village in the Optimization of the Village Information System has begun to move on to progress, starting from how the provision of information carried out by the village government becomes more transparent, and applying the concept of organizational culture by what was stated by Hayat (2019:35) although it is still not optimal in its implementation. Organizational culture can have a good impact in helping to optimize the Village Information System in the disclosure of public information in a village government.

### 3. Institutional

Institutions in a village government will have a good impact in the process of Optimizing Village Information Systems in Public Information Disclosure in Masawah Village, Cimerak District, Pangandaran Regency.

This is by what Hayat (2019:37) said that the role of institutions as supporters in the Optimization of Village Information Systems in public information disclosure in Masawah

Village, Cimerak District, Pangandaran Regency.

Then for the results in the field after doing research, it shows that the role of institutions in Masawah Village in assisting the Optimization of Village Information Systems in public information disclosure in Masawah Village, Cimerak District, Pangandaran Regency is still not supportive, because there are still many institutions in Masawah Village that is still not running properly. as expected by the village government. This is because a commitment that is in line with the village government has not yet been formed, and there are still many who are still thinking about their benefits. This has become a problem for the Masawah Village government in overcoming the problems that exist within its government.

### 4. Work Procedure

The Work Procedure in a Village Government will have a good impact in the process of Optimizing the Village Information System in Public Information Disclosure.

This also occurs in the Masawah Village government, Cimerak District, how to work procedures affect the Optimization of the Village Information System in public information disclosure, both in terms of management, the form of support, and also the process of managing the data that will be provided into the Village Information System.

This is by what Hayat (2019:37) said that if the work procedures in a village government have been carried out properly, the level of success in

optimizing the information system will be easier to implement.

Then for the results in the field after conducting research, it shows that this still cannot be done because there is still a lack of professional employees in managing the Village Information System and also the demands of more important work from the Village Information System manager.

#### 5. Service Standard

Service Standards are one of the main factors in the process of Optimizing Village Information Systems in Public Information Disclosure. Because this is a part of the Village Information System itself.

This is by what Hayat (2019:39) said that service standards are an important aspect in optimizing the Village Information System because if it refers to the vision and mission that exists in Masawah Village which leads to digital villages, service standards are important in System Optimization. Village Information.

There is a slight shift in implementing service standards because the village government does not provide certainty to the community in providing village services and information, this is due to the lack of work professionalism within the Masawah Village government.

#### 6. Community Complaint Management

The management of public complaints is something important in the Optimization of the Village Information System for Public Information Disclosure in Masawah Village. Because this is something that is needed both by the community and

in the process of optimizing the Village Information System.

This is something that the village government must provide in the Village Information System because this will provide space for the community to provide criticism, suggestions, problems experienced by the community, and also as a medium to provide services quickly and easily.

This is by what Hayat (2019:42) said that the management of public complaints is important in Optimizing the Village Information System in public information disclosure because it will provide space for the community to participate in providing support to optimize the Village Information System.

Then the Masawah Village government still cannot provide space for the management of public complaints in the village information system, this is due to the quality of the managers who are still unable to maximize the system in the Village Information System and also the absence of special training for Village Information System managers. However, the manager of the Village Information System in Masawah Village is trying to prepare media for managing public complaints, so that they can provide the best service to the community.

#### 7. Control and Evaluation

Based on the results of research on the Optimization of Village Information Systems in public information disclosure in Masawah Village, Cimerak District, Pangandaran Regency in terms of control and evaluation, this shows that control and



evaluation are important because this will provide control in running the Village Information System, both of its advantages and disadvantages.

This is by what Hayat (2019:43) said that control and evaluation in the Optimization of the Village Information System in the disclosure of public information in Masawah Village, Cimerak District, Pangandaran Regency because it will provide suggestions, ideas, and also support in optimizing the Village Information System.

Then there is a lack of control and evaluation that is still not comprehensive from the village government, this is because at that time there was no village regulation related to the Village Information System and public information disclosure, so the village government had no obligation to control the Village Information System in the village Masawah. But this has begun to be corrected by the village government by ratifying village regulations related to the Village Information System and public information disclosure so that they can provide the best service for the community.

#### 8. Infrastructure

Based on research on the Optimization of Village Information Systems in the disclosure of public information in Masawah Village, Cimerak District, Pangandaran Regency in terms of infrastructure, this shows that facilities and infrastructure are very important in helping the Optimization of Village Information Systems in public information disclosure, both in terms of equipment,

places of giving services, supporting facilities, and also the budget in assisting the process of optimizing the village information system.

This is by what Hayat (2019:45) said that infrastructure facilities are needed in the Optimization of the Village Information System because in the service process it is not only providing services or information but also supporting factors in providing services or information itself.

Then there is a shortage in terms of facilities and infrastructure, ranging from the completeness of tools to manage data, managers who are still not professional, and also the internet network is still slow. For the condition of the infrastructure itself, the village government has begun to fix it, although for now it is still not maximally provided by the Masawah Village government.

#### 9. Use of Information Technology

Based on the results of research on the Optimization of Village Information Systems in public information disclosure in Masawah Village, Cimerak District, Pangandaran Regency in terms of the use of information technology, this shows how important the use of information technology is both from the village government and the community itself because this will make a benchmark success in the Optimization of the Village Information System.

This is by what Hayat (2019:46) said that the use of information technology is very important in the Optimization of the Village Information System because it can

provide services and information quickly and easily.

Then the people in Masawah Village, Cimerak District, Pangandaran Regency mostly access information technology in the form of social media such as Instagram, YouTube, Facebook instead of accessing the Village Information System and website in Masawah Village. This is because the village government still has not provided socialization to the community regarding the Village Information System and website about its usefulness, this is because the system is still not optimized properly, there are still no village regulations and budgets to provide the best service through the Village Information System. . But now the village government is trying to make a breakthrough through the Village Information System so that it can provide information and services digitally and make it easier for the community to access the Village Information System itself.

#### 10. Human Resource Management

Based on the results of research on Optimization of Village Information Systems in public information disclosure in Masawah Village, Cimerak District, Pangandaran Regency that human resources are the main factor in Optimizing Village Information Systems in public information disclosure in Masawah Village, both in terms of managers and also people who access the Information System. The village itself.

This is by what Hayat (2019:48) said that the quality of Human Resources both in a government and

also the community will be something that supports each other in the Optimization of the Village Information System in the disclosure of public information in Masawah Village, Cimerak District, Pangandaran Regency.

Then some problems occur in Masawah Village, both in terms of managers and the community itself. The Village Information System manager in Masawah Village is not a technology expert, although now the Village Information System manager is trying to learn how to manage it well and can make it easier for the community to get information and public services. Then for the people of Masawah Village themselves, most of them still do not know about the Village Information System, which has resulted in the less than optimal Village Information System in Masawah Village. This is because there has been no socialization carried out by the village government to the community which has occurred due to the absence of village regulations related to the Village Information System and public information disclosure which has made no special attention to the Village Information System itself.



Figure 1. Masawah Village Information System 2021  
Source: <http://sid.masawah.desa.id>

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