Local Government Use Website and Twitters as Communication and Interaction Tools

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Abstract
Website and Twitter Local Government is one government implementation to optimize public services to increase efficiency, effectiveness, transparency, and government administration accountability. This paper aims to determine the quality of all city governments' websites and Twitter in West Java province, Indonesia. The research method used is descriptive interpretive by using scoring analysis techniques, namely the author gives a score for each element of the site assessment indicator based on several theories to find the weight of the score and the quality level of the website, and uses the N Vivo 12 Plus application to assess the Twitter of the city government in the province of West Java. The results showed that of all city government websites in the province of West Java, there were 4 (four) quality websites, 4 (four) websites that were of sufficient quality, and 1 (one) website was less qualified, so that the overall city government website was overall, namely 44.44% of high quality, 44.44% of sufficient quality, and 11.11% of low rate with quality status occupied by the City Government of Bandung, Bogor, Cimahi, and Cirebon; In the assessment of Twitter activity as a medium of communication and interaction with city governments throughout West Java, every city government has made efforts to fulfill public information and communication facilities as well as electronic services via Twitter. However, the implementation is less than optimal. So it is always suggested to improve the innovation and creativity of website and twitter management, monitor and evaluate and survey community satisfaction regularly to enhance the quality of the Website and Twitter of the city government.

Keywords: twiter, website, e-governance, indonesia.

Paper type: Research paper

INTRODUCTION

The development of people's lives in an increasingly modern direction impacts the increase in community needs that must always be fulfilled. The government's role as an actor in striving for the community's welfare is required to carry out public service functions as a form of fulfilling community needs (Sandiasa and Agustana 2018). In line with that, advances in information and communication technology have significantly impacted people's lives, both positive and negative (Susanto 2016), that innovation in the Use of information and communication technology in government administration (Government) to achieve community welfare is a strategic step taken by the Government (Mutiarin et al. 2019), because the concept of government enables the implementation of clean, transparent, accountable governance and can respond to the demands of change effectively by adjusting technological advances and being a stimulus in increasing public participation in Government (Syaiful Ikhsan, Nunuy Nur Afifah 2021).

One of the e-government implementations is a government website and Twitter, which enables community needs to be integrated with information and electronic public services (Mohammad Jafar Loilatu, Bambang Irawan, Salahudin 2021). Thus, the Government's Website and twitter's quality must always be considered to provide easy access and provide service satisfaction to the public (Song and Lee 2016).

In Indonesia, especially in the City Government in West Java Province, the city government website and Twitter optimize public services differently. Each website and the Twitter concept has advantages and disadvantages that describe the quality of the Website and Twitter, so it influences people's judgment in terms of satisfaction and ease of service accessibility (Zhang and Lin 2015). With the method of assessing the quality of websites and Twitter, it is hoped that the quality level of city governments' twitter websites in West Java Province, Indonesia, can be known (Sofyani, Riyadh, and Fahlevi 2020).

A quality local government website and Twitter can provide convenience to the public in accessing the information and services needed in a short time. The development of local government websites must meet the provisions set by the

government. Namely, the content must be following the Website Development Guidelines for local governments participating in the Urban Sector Development Reform, namely having an overview, local government, geography, map of areas, and resources, regional regulations / regional policies, news, discussion forums, as well as visitor comments/reports, and must meet the objectives of the E-government concept, namely efficiency, and effectiveness, which requires each website to provide convenience to visitors, as well as transparency and accountability regarding performance reports and reports (Ahmad 2010). Finance that the public must know. Apart from the Website, Twitter also plays an essential role in government communication with the community and other institutions (Smarmata 2014). Local governments must provide accurate information following developing conditions and interact with surrounding institutions to provoke an active role from the community and other institutions to give the ideas needed by the government for strategic policy formulation. The novelty in this study is to analyze the quality of the city government's website and Twitter account in the province of West Java in providing the fulfillment of public information and communication facilities and electronic services through the website and Twitter.

E-Government

Electronic government is a government system process using ICT (information, communication, and technology) for citizens, business organizations, government agencies, and their employees to facilitate communication processes and activities. Therefore, using E-government, hierarchical and static government services are removed to be more versatile and more user-centric (CDT) oriented. E-government provides public services available 24 hours a day, anywhere, and wherever users are from. E-government also makes it possible for public services not to be done face-to-face so that services become more successful (Mi'rojul Huda, Yunas 2016). The e-government aims to collect and organize the knowledge about the principles and the policies adopted in the country (Hernikawati 2013).

E-Government in Indonesia

The application of E-government in Indonesia begins with Presidential Instruction No. 3 of 2003 concerning National Policy and Strategy for e-

Government Development, which states that developing E-government improves the quality of public services more effectively and efficiently. This Presidential Instruction was followed up by the Minister of Communication and Information Decree No. 26/2006 on the Use of the go. Id domain for official government websites, followed by the blueprint issuance for the Indonesian E-government Application System. The Blueprint states that there are four stages of E-government development in Indonesia, namely:

a. Level 1, namely Preparation, which includes creating information sites in each institution, Preparation of human resources, Preparation of easy access facilities such as Internet cafes, and others.

b. Level 2, namely maturation, includes creating interactive public information sites and creating interfaces for links with other institutions.

c. Level 3, namely consolidation, which includes building public service transaction sites and creating interoperability of applications and data with other institutions; and

d. Level 4, namely utilization, includes making applications for integrated G2G, G2B, and G2C services.

Implementation of E-government

Issuance of Presidential Instruction No. 3 the Year 2003 requires government agencies at the central and regional levels to have a website that will oversee e-government itself (Nugroho 2021). The emergence of this form of support for the Presidential Instruction can also be seen from the Blueprint for the e-government Application System for Regional Governments issued by the Ministry of Communication and Information. Government agencies will use it as a standard guide in developing e-government(Bambang Suprapto, Subhilhar 2020). The availability of the central and local government websites is considered clear proof of the government's seriousness in implementing e-government (Rumimpunu, Tampi, and Londa 2021).

Through a wrong website, one innovation in disseminating information, the government can provide opportunities for the public to know all government activities or policies. The public can be directly involved in the process of

planning, implementing, and monitoring public policies with all government offices that already have a shared database (Firdaus, Tursina, and Roziqin 2021)

Local Government Websites and Twitter are forms of e-government implementation in optimizing public services, both information, and electronic services. Because the Regional Government is obliged to convey government information to the public as regulated in the following laws and regulations:(Rumimpunu et al. 2021).

a. The provisions of Article 7 of Law Number 14 the Year 2008 concerning Openness of Public Information, namely that public bodies are required to provide, provide and publish general information that is accurate, true, and not misleading via electronic and non-electronic.

b. The provisions of Article 13 of Government Regulation Number 56 of 2005 concerning Regional Financial Information Systems as amended by Government Regulation Number 65 of 2010 concerning Amendments to Government Regulation Number 56 of 2005 concerning Regional Financial Information Systems, which state that Regional Governments are required to present regional financial information through the official Website of the Regional Government.

c. The provisions of Article 27 of Government Regulation No. 3 of 2007 concerning Reports on the Implementation of Regional Government to the Government, Reports on the Accountability of Regional Heads to the Regional People's Representatives Council, and Information on Local Government Implementation Reports to the community, namely that the Regional Head is required to provide information related to the Government Administration Report Regions to the public through printed media and electronic media, as well as the public can respond to information on the Regional Government Implementation Report as input for improving governance.

METHOD

The research was conducted with an interpretive descriptive approach: describing, describing, interpreting, and drawing conclusions based on the results obtained (Prastya, Misran, and Nurmandi 2021). The assessment of the city government website is carried out by using the scoring method. In contrast, the official Twitter account of the city government is carried out using the NVivo 12

Plus application (Misran et al., 2021). The following is a list of websites and Twitter accounts that will be analyzed:

Table 1.

List of Municipal Government Websites and Twitter in West Java Province

No.	City government	Website Address	Twitter account
1	Bandung	https://bandung.go.id/	@HumasBdg
2	Bekasi	https://www.bekasikota.go.id/	@humasbekasikota
3	Bogor	https://kotabogor.go.id/	@PemkotaBogor
4	Depok	https://www.depok.go.id/	@pemkotdepok
5	Sukabumi	https://sukabumikota.go.id/	@Pemkot_Sukabumi
6	Cimahi	https://www.cimahikota.go.id/	@HumasCimahi
7	Tasikmalaya	https://portal.tasikmalayakota.go.id/	@PemkotTsm
8	Banjar	https://banjarkota.go.id/	@PemkotBanjar
9	Cirebon	https://www.cirebonkota.go.id/	@PemdaKotaCrb

City Government Website

On the website assessment, an assessment of the indicator elements contained in the assessment indicators is carried out as follows:

Table 2.

Assessment Indicators

No.	Assessment Indicators	Source
1.	Content:	Website Development Guide for USDRP participating local governments, 2010
	• Overview	
	- History	
	- The motto of the area	
	- Regional coat of arms	
	- Location in map form	
	- Vision and mission	
	• Regional Government:	
	- Legislative	
	- Executive	
	- Geography:	
	- Topography	
	- Demographics	
	- Weather	
	- Climate	
	- Map of the area/resource:	
	- Regional administrative boundaries	
	- Regional resources / potential	
	• Local regulations/policies	
	- Local regulation	
	- Regulation of Mayor	
	• News	
	• Discussion forum	
	• Visitor suggestions / comments	
2.	Effectiveness:	Website Development Guide for USDRP participating local governments, 2010
	Navigation:	
	- *Link* with content available on local government Web sites	
	- Search Facility	
3.	Efficiency:	
	• The website does not have a blank page	
	• Important information is directly on the main page.	
	• The website does not have intermediate pages.	
4.	Transparency:	
	Government activities:	
	- Clarity of Short Term Development Plans (RPJM)	
	- Transparency of Long-Term Development Plans (RPJP)	
	a. Local Government Performance Reports:	
	- Government Agency Performance Accountability Report (LAKIP)	
	- Reports on the Implementation of Local Government (LPPD)	
	b. Regional Financial Reports:	
	- Balance sheet	
	- Budget Realization Report	
	- Cash flow statement	
	- Notes to Financial Statements	
5.	Accountability:	Martini, 2013 (a)
	a. Regional income and expenditure budget reports	Krina, 2003 (b-d)
	b. grants and social assistance reports	
	c. Timely presentation of financial statements	
	d. Audit opinion from the audit agency	

The total score obtained from the assessment of each indicator element is then poured into the website score weight search formula so that later the percentage of achievement of the indicator element fulfillment will be obtained from the total score required by each local government website. The formula used is as follows:

Figure 1.

The formula score weight

$$\text{Score weight} = \frac{\text{The number of scoring results on local government websites}}{\text{Total score}} \times 100\%$$

By obtaining the weighted score in the percentage of achievement of the indicator elements' fulfillment, each city government's Website's quality level can be known. This is based on the classification of the assessment levels as follows:

Table 3.

Website Quality Level

Score weighted (%)	Quality level
0-25	Not of high quality
26-50	Less quality
51-75	Quality enough
76-100	Quality

City Government Twitter

An assessment of the Twitter activities of the city government in the province of West Java as a medium of communication and interaction between the Government and the Community is carried out using the NVivo 12 Plus application through the following features:

a. Wordcloud, to find out the issues that develop on each twitter;

b. Chart, to find out the intention of the Twitter activity; and

c. Cluster Analysis, to find out the interactions on each Twitter.

RESULTS AND DISCUSSSION

City Government Website

To find out the quality of each city government website in West Java Province, the Website is first scored based on predetermined assessment indicators by obtaining the following scoring results:
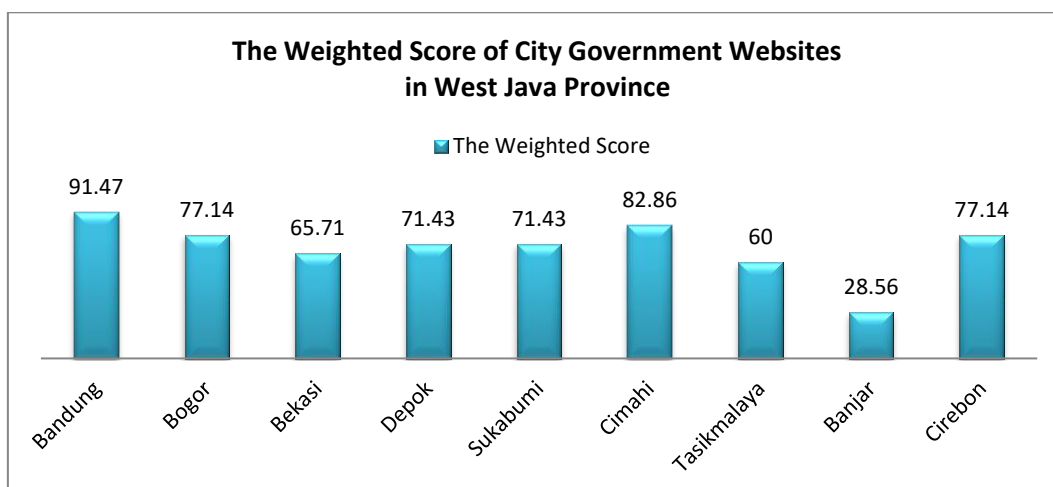
Table 4.

Website Score Acquisition

No.	City government	Score
1	Bandung	32
2	Bogor	27
3	Bekasi	23
4	Depok	25
5	Sukabumi	25
6	Cimahi	29
7	Tasikmalaya	21
8	Banjar	10
9	Cirebon	27

Based on these scores, it can be seen that the highest score on the Website is occupied by the City Government of Bandung, while the lowest in the City Government of Banjar. The results of these scores are then stated in the weight-score search formula so that the following results are obtained:

Figure 2.

The Weighted Score of City Government Websites in West Java Province
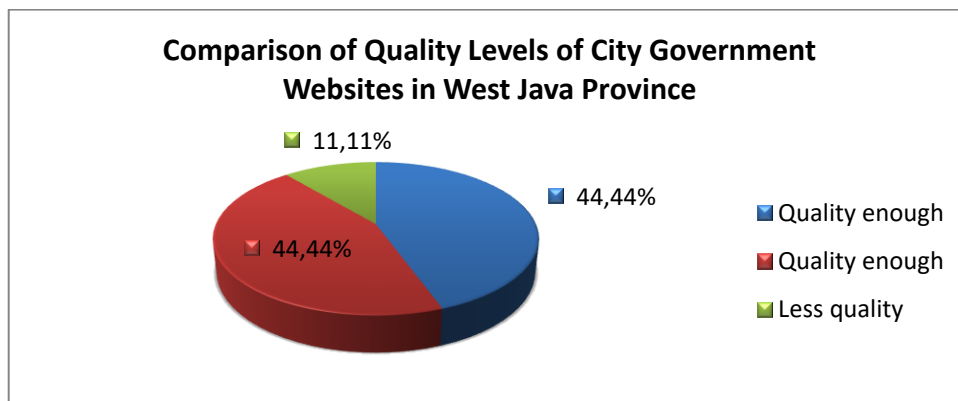

Source: Researcher compiled

When referring to the classification of the quality level of the Website, then based on the weight obtained, the results of the city government website quality assessment have been obtained, namely:

Table 5.

City Government Website Quality of Districts of West Java Province

No.	City government	Quality Level
1	Bandung	Quality
2	Bogor	Quality
3	Bekasi	Quality enough
4	Depok	Quality enough
5	Sukabumi	Quality enough
6	Cimahi	Quality
7	Tasikmalaya	Quality enough
8	Banjar	Less quality
9	Cirebon	Quality

Based on the table above, it can be seen that the websites of the city governments of Bandung, Bogor, Cimahi, and Cirebon are quality websites, while the websites of the city governments of Bekasi, Depok, Sukabumi, and Tasikmalaya are of sufficient quality, as well as websites of the Banjar city government including websites that are lacking quality so that the comparison of websites in all city governments in West Java province is obtained as follows:

Figure 3.

Comparison of Quality Levels of City Government Websites in West Java Province

Source: Researcher compiled

There are many differences between each website in the assessment process based on each region's creativity and innovation in carrying out e-government services. Every city government website that shows quality results shows that the city government is severe in implementing e-government services to provide easy access to information and electronic services for its people and vice versa. However, there may be obstacles or problems optimizing the city government website, especially those at a less qualified website level.

The existence of regional autonomy that allows each region to take care of their respective regions' interests makes differences in each city government's efforts in implementing e-government services. However, this should also be an impetus for the city government to better understand the needs of its people by further optimizing e-governance with digital innovation and creativity so that people will be more interested in constantly updating city government information, and this provides effectiveness and efficiency for government administration in delivering services and providing facilities according to the needs of the community because the government's success in implementing e-governance is when the government can give satisfaction to the community.

The level of public satisfaction can control the quality of public services so that the quality is consistently improved. From time to time, the community's needs are increasing. Correspondingly, better service quality for e-governance builds greater trust in society. The quality of e-governance services and information sharing significantly affects citizens' satisfaction (Singh and Singh 2018).

City Government Twitter

Apart from the website, every City Government in West Java Province also uses Twitter as a medium of public communication in conveying and collecting aspirations and public complaints. To see the issues that have developed on each city government twitter from the start of the account creation to the present, an analysis of the development of the case is carried out using the NVivo 12 Plus application through the Wordcloud feature, with the following analysis results:

Figure 4.

Word Frequency on Twitter for City Governments in West Java Province
Source: Nvivo 12 Plus, Processed by Researchers

Based on the results above, it can be seen that all the City Government Twitters in West Java Province discuss a lot about the conditions and policies of each city by looking at the dominance of words. This means providing an opportunity for the community to provide input and opinions on the course of the City Government, which should be responded to positively by the City Government in determining regional policies. In addition, information about phenomena that are currently hot in the community has also been raised, such as health, hygiene, and covid-19 issues.

Each city government's Twitter development in West Java Province is in line with their respective Twitter activities. To find out Twitter activity, an

analysis of Twitter activity was carried out in every quarter of 2020, which refers to the number of tweets with the following results:

Figure 5.

**City Government Twitter Activities in West Java Province**
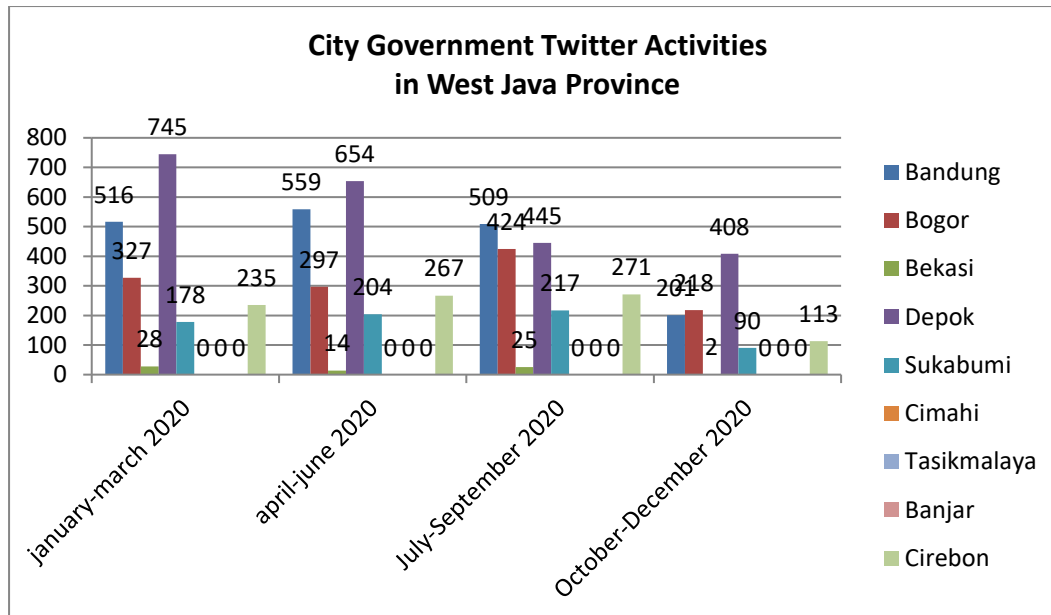
Source: Nvivo 12 Plus, Processed by Researchers

Based on the results of this analysis, it can be seen that:

1. There are 3 (three) Twitter accounts that are no longer active in 2020, namely the Twitter of the municipal Government of Cimahi, Tasikmalaya, and Banjar.
2. Twitter of the Bekasi and Depok city governments were in the highest activity condition in the first quarter.
3. Twitter of Bandung city government is in the highest activity condition in the second quarter.
4. Twitter of Bogor, Sukabumi, and Cirebon's city governments were in the highest activity conditions in the third quarter.

Apart from being a means of public communication, the city government Twitter is also used as a cross-sectoral coordination medium to support city government work programs. Through the Cluster Analysis feature on NVivo 12 Plus, the cross-sectoral coordination analysis results on each city government's Twitter are as follows.

M i r s a n : L o c a l   G o v e r n m e n t   U s e   W e b s i t e
a n d   T w i t t e r s   a s   C o m m u n i c a t i o n   a n d
I n t e r a c t i o n   T o o l s   **| 451**

Figure 6.

City Government Twitter Interaction in West Java Province
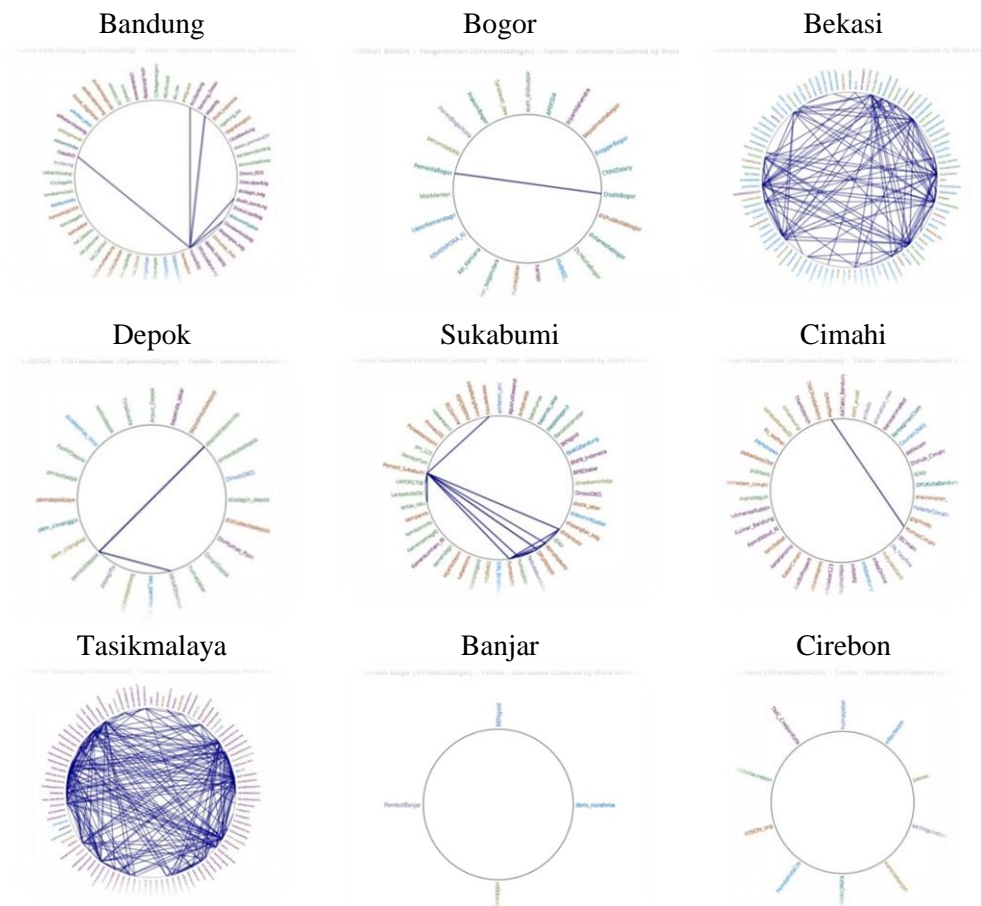
Source: NVivo 12 Plus

From this picture, it can be seen that:

1. The Twitter of the Bekasi and Tasikmalaya city governments is very interactive, with lots of interactions carried out on Twitter.

2. There are several interactions on the Twitter of the city government of Bandung, Depok, and Sukabumi.

3. There is only 1 (one) interaction on the Twitter of the city government of Bogor and Cimahi.

4. There is no interaction on Twitter of the Banjar and Cirebon municipal governments.

This proves that most city government twitter is in West Java province is less interactive in the context of cross-sectoral coordination, which results in less than the optimal implementation of e-governance. Based on the results of the analysis

of developing issues, twitter activities, and Twitter interactions, it can be seen that through Twitter, every city government in the province of West Java has made efforts to fulfill public information and communication facilities as well as electronic services to accommodate public aspirations in the process of governance. However, the implementation is less than optimal, especially with several city governments that in 2020 are deprived of their Twitter activities and the lack of interactive cross-sectoral coordination of several Twitter accounts. So, in this case, the city government should be able to make more efforts in utilizing Twitter as a means of public interaction by consistently providing the latest and exciting information for the community to be able to attract people's interest to update information on the city government's Twitter which ultimately the interaction between the government and the community will be more active and influential. The local government will easily absorb people's aspirations.

CONCLUSION

In the assessment of the quality of city government websites in West Java, there are 4 (four) quality websites, 4 (four) websites that are of sufficient quality, and 1 (one) website is less qualified so that the overall city government websites get an overall percentage of 44, 44% of high quality, 44.44% of sufficient quality, and 11.11% of low rate. So that based on the level of quality, it can be seen that the Municipal Governments of Bandung, Bogor, Cimahi, and Cirebon are more serious, innovative, and creative in implementing e-government services through the city government website to provide convenience and electronic services that are optimal and following the needs of society in this modernization era. When compared to other city governments. In the assessment of Twitter activity as a medium of communication and interaction with city governments in West Java using the NVivo 12 Plus application, it can be seen that every city government in the province of West Java has made efforts to fulfill public information and communication facilities and services electronically, although in less implementation. Optimal, especially with several city governments that in 2020 are deprived of their Twitter activities and the lack of interactive cross-sectoral coordination of several Twitter accounts.

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