OPTIMIZATION OF THE USE OF THE WEBSITE AS A PUBLICATION MEDIA FOR THE TONTOUAN VILLAGE GOVERNMENT WORK PROGRAM

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Abstract

This research aims to optimize the use of the website as a publication medium for the Tontouan Village Government's work program. The method used in this research is descriptive qualitative research. By using data collection techniques starting with observation, interviews, and documentation. Based on the results of this study, it shows that there is a significant increase in the utilization or use of websites carried out by the government in managing publication media related to the work program of the Tontouan Village government to manage and publish work programs through the website, making it easier for people to access information without the need to come to the village office.In addition, the results of this study show that the optimization of the use of the website as a publication medium for Tontouan Village information is as follows: Optimizing the use of the website as a publication medium for Tontouan Village information, researchers use two principles, namely optimization based on the characteristics and objectives of the website as an online publication medium. The characteristics include the speed and actuality of information, updating information, and interactivity, while the purpose of the website as a publication media includes information dissemination, research purposes, and improving services to the community as well as updates in the publication of Tontouan Village work programs. This also has a good impact on creating more transparent and efficient communication between the village government and the community, as well as increasing citizen participation in village programs, where through the use of digital technology such as the Internet of Thing (IoT) and Big Data, the village website is expected to be an effective tool in delivering work program information to the community in Banggai Regency, especially in Tontoan village.

Keywords: *Website Optimization, Publication Media, Government Work Program*

INTRODUCTION

One of the positive sides of the development of internet technology is the utilization of websites as a means of communication and delivery of information virtually (maya) by and to all elements of society is not limited, both on behalf of individuals and collectives, personal and communal.Everyone can enjoy and use the website according to their needs without any limits.Website empowerment as a result of the development of technology from time to time shows that humans always want practical things.Website which is one of the communication media to convey information, besides being able to be made at a relatively low cost, websites can also display information in an interactive form compared to conventional paper in general. In addition, it is not limited to computers, but can also be accessed via mobile devices, tablets and other gadgets. Website managers or commonly called administrators are expected to place the website as one of the attractive and practical virtual communication media to be accessed by the general public. Websites are seen as having various advantages, including in addition to being a publication and information media, websites can also be used as marketing media, transaction media such as online buying and selling, and even trusted as a medium for managing a certain institution with a level of

transparency that can be accounted for. (Engineering, Wiralodra, and Information 2020)

Tontouan Village is one of the villages in the city in Luwuk sub-district, Banggai Regency, they have used the website as a medium for publishing village information. Tontouan Village website can be accessed at the following link https://www.desatontouan.com/ Based on the results of interviews obtained from the website manager informant said that the Tontoan Village website was created in 2021 and in 2024 in July the Tontoan Village website underwent changes to the appearance, menus, and features contained on the website and information about the village work program can be easily accessed by the community. "These changes were made to provide comfort and convenience to the community to use the website as an online publication media. "Based on the explanation above, the researcher is interested in conducting research on optimizing the use of the website as a publication medium for tontoan village information. "Finally, through this research, it can be known whether the Tontouan Village website has undergone changes that can really be an effective and efficient publication media for all elements of society.

RESEARCH OBJECTIVE (S)

The purpose of this study is to optimize the use of the village website as a medium for publishing village work programs. In addition, to increase the knowledge and understanding of the village government in publishing Tontouan village work programs through the village website. This research will describe the factors that hinder the use of the village website as a publication media, and formulate strategies to improve the effectiveness and efficiency of the use of the village website in disseminating information on village work

programs to the community. so that people can easily access village information, as well as public transparency between the village government and the community

LITERATURE REVIEW

A. Optimizing the use of the website
Changes in public services through the use of technology certainly also require government innovation in public services. One of the well-known internet resources is the website. A website is a website that has its own internet address. Meanwhile, according to Dipanegara (2011), a website can be in the form of individual work, as well as impressions related to an organization, and the website shows a certain topic or interest. Websites for government systems have the intention of developing electronic services (E-service), which can facilitate citizens in accessing information and can advance the quality of public services. (Setiyaji, Anggitya, and Musta'an 2017)

According to Law Number 25 of 2009 concerning public services, and based on PANRB Government policy No. 13 of 2017 concerning Guidelines for Public Service Information Systems. The provision of public service information is a form to facilitate and provide speed in obtaining information and ensuring clarity of public service formation. To realize public service well and optimally, the Tontouan Village office has electronic services in the form of the Tountouan Village Website as a form of public service information that makes it easier and faster to provide public services and to make it easier to manage the needs of citizens.

Dengan begitu tidak lain teknologi informasi berperan besar dalam rangka pemenuhan sistem tersebut untuk skala nasional. Sistem E-Government yang merupakan upaya pemerintah dalam mengimplementasikan pemanfaatan komputer,

jaringan komputer dan teknologi informasi untuk menjalankan pemerintahan terutama pelayanan publik masih sangat minim. Masih sedikit Kementrian/Lembaga maupun pemerintah daerah yang memanfaatkan teknologi dalam proses pelayanan publik.Padahal jika E- Government sendiri diterapkan disetiap pemerintahan maka hal tersebut sejalan dengan Revolusi Industri 4.0. E-Government memiliki banyak manfaat dalam sistem berdemokrasi yang saat ini kita terapkan diantaranya meningkatkan kecepatan komunikasi antara pemerintah, masyarakat, swasta, maupun koordinasi antar instansi yang berbasis internet.

Selain itu untuk mewujudkan pelayanan yang transparan, meningkatkan akuntabilitas dari proses penyelengaraan pemerintahan, menghemat anggaran pemerintah,serta memudahkan alur informasi yang dapat diakses secara terbuka guna mewujudkan cita-cita good governance dan open government pada penyelenggaraan pemerintahan di Indonesia.Mengutip pernyataan Dunleavy saat memperkenalkan konsep digital governance pada tahun 2005 sebagai pengganti New Public Management (NPM) yang banyak diadopsi di pemerintahan mengatakan, begitu pentingnya digital dalam tata kelola pemerintahan Bahkan Profesor Bidang Politik dan Kebijakan Publik London School of Economics adn Political Science (LSE) juga menyatakan bahwa "New Publik Management is Dead, Long Live Digital Era Governance". Maka tidak lain, era digital yang saat ini kita hadapi merupakan era yang serba cepat dan akurat, sehingga dengan adanaya website desa maka pempublikasian program kerja desa harus secara intens dilakuan atau di aplikasikan oleh pemerintah Desa Tontouan. Sudah saatnya pemerintah dengan serius memperhatikan kewajibannya dalam memajukan tata kelola yang baik dalam menyelenggarakan pelayanan publik berbasis teknologi lebih khusus melalui website desa.

Penerapan situs dapat memberikan keuntungan untuk masyarakat dan instansi, adapun masyarakat mendapatkan tiga keuntungan yaitu: Efektivitas website dapat di akses kapan dan dimana warga berada tanpa berkunjung ke kantor desa tontoan .Efisien, penggunaan situs ini lebih sederhana warga tidak harus menyediakan file secara fisik, dan cukup menggunakan kamera di smartphone dan file bisa diuploud atau diunduh melalui website Desa Tontouan Ekonomis, penerapan website juga merupakan bentuk penghematan ongkos untuk warga yang wajib dating dan kembali ke kantor, sebab cukup lewat telepon seluler warga bisa mengajuka permohonan secara online. Manfaat website bagi kantor Desa Tontouan diantaranya yaitu, membangun sistem informasi pelayanan di kantor Desa Tontouan, membangun infrastruktur pelayanan dengan memanfaatkan teknologi, dan dapat mewujudkan pelayanan rekomendasi perizinan yang tertib, cepat dan akurat.

B.   Publication Media

Publication media is an effective promotional tool in conveying messages or information to the wider community, both in media form (visual) and multimedia form (audio and visual). For a company or institution, publication media is a very important tool to introduce themselves.

Publication media can be in the form of print media, broadcast media and online media. Examples of print media are newspapers or newspapers, magazines, and pamphlets. Print media means media published by printing or using paper. In addition to the publication media above, the website is a very appropriate publication alternative for the publication of village information so that the public can easily access information related to village work programs. Publications have an important role in facilitating the flow of information, advancing knowledge, and building meaningful interactions between

individuals in society. In the digital age, blogs, websites and social media platforms allow individuals to publish their thoughts, stories and views to a wider audience.(Mahfuzhah and Anshari 2018)

From print media such as newspapers and magazines to electronic media such as radio, television, and the internet, all provide platforms to disseminate information, promote ideas, and spark discussions. They also play a role in informing the public about important issues, such as elections, environmental health issues, school bullying, and so on. By providing wider access to the latest news and information, they help shape public opinion, strengthen democratic participation, and mobilize social action.

As such, it acts as a bridge that connects individuals and groups in society, gives voice to the unheard, and promotes positive change.

C.   Government Work Program

The Village Government Work Plan (RKP) is a planning document that contains the main points of village development policy and guides towards the goal of achieving the village's vision and mission. The purpose and objectives of the Village RKP are the realization of annual village planning in an effort to realize the Village Medium-Term Development Plan, the achievement of maximum, efficient and effective utilization of village potential in village development towards an independent and prosperous village.

The Village Government Work Plan (RKP) is an elaboration of the RPJMDesa and other planning documents, as planning for other fields, sub-fields and activities that are prepared by considering participatory input and inspiration, discussed and agreed upon in the Village musrenbang forum. The Village RKP is the basis and guideline for the Village Government in implementing development in a 1-year budget. Development implementation is carried out in a transparent, participatory and accountable manner by implementing development budget activities by preparing work and budget plans (KKA). The Village RKP serves as a guideline for the preparation of the Draft APBDesa.

Based on the provisions of Article 79 of Law Number 6 of 2014 concerning Villages, the Village Government is obliged to prepare village development planning in accordance with its authority with reference to district development planning. The Village Government Work Plan, hereinafter referred to as the Village RKP, is an elaboration of the Village RPJM for a period of 1 (one) year, which contains plans for organizing village administration, implementing development, fostering community development, and empowering village communities. The Village RKP also includes information on the Village's economic framework, the results of evaluating the implementation of the previous year's development, supra-Village policy priorities, rural area development and matters relating to disaster management, emergencies and urgency as well as policies from the Government, Provincial Government or Regency Government.

In addition to the above objectives, the objectives to be achieved in the preparation of the Village Government Work Plan are as follows: Framework of reference for the Village Head and Village Apparatus in preparing synergistic annual programs and activities in accordance with their main tasks and functions to realize the achievement of the vision and mission set out in the Village RPJM. As an instrument for assessing the performance of village officials, in measuring the effectiveness of the implementation of their duties, as well as an instrument of accountability and transparency of village government management by the community and elements of government observers who

have an interest in monitoring the performance of the village government.

METHODOLOGY

This research uses a qualitative descriptive method with an observation, interview and documentation approach and focuses on optimizing the use of the website in updating the Tontouan Village work program. According to Sutrisno Hadi in (Sugiyono, 2018: 145) argues that, "Observation is a complex process, a process composed of various biological and psychological processes. Two of the most important are the processes of observation and memory." (Fadli 2021)

According to Moleong (2016: 186) states that "An interview is a conversation with a specific purpose. The conversation is carried out by two parties, namely the interviewer (interviewer) who asks questions and the interviewee (interviewee) who provides answers to those questions ". Sugiyono (2018: 137) interviews are used as a data collection technique if you want to conduct a preliminary study to find problems that must be researched and also if the researcher wants to know things from respondents that are more in-depth and the number of respondents is small. The interview technique that the author applies in this research is a semi-structured interview because researchers can explore the data more broadly and get more data from the sources. The interview was conducted with the operator staff of Tontouan Village as the provider of information about the data needed, namely the Informant. (Mundir 2013)

According to Moleong in the journal (Sumiati, 2015: 61) describes "Research subjects as informants, which means people who are used to provide information about the situation and conditions of the research site." The informant who the author made a resource person in this interview was Mrs. Putri as the operator staff of Tontouan Village. The data collection used is observation and interviews. The interviews conducted by researchers are semi-structured interviews, namely interviews that are included in the in-deptinterview category, "where the implementation is freer so that researchers can find problems more openly.

Ruslan (2016: 228) explains that documentation activities, in a broad sense, are related to the activities of collecting, processing, selecting and analyzing and then evaluating all data, information and documents about an activity, event or certain work that is published either through electronic or print media and then stored regularly and systematically.(Ningtyas 2014)

RESULTS

Based on the results of the research, it shows that the optimization of the use of the website as a publication medium for Tontouan Village information is as follows: Optimizing the use of the website as a publication medium for Tontouan Village information, researchers use two principles, namely optimization based on the characteristics and objectives of the website as an online publication medium. The characteristics include the speed and actuality of information, updating information, and interactivity. While the purpose of the website as a publication media includes information dissemination, research purposes, and improving services to the community as well as updates in the publication of Tontouan Village work programs. In addition, the results of this study show that there is a significant increase in the utilization or use of websites carried out by the government in managing publication media related to the work program of the tontoan village government to manage and publish work programs through the website, making it easier for the public to access information without the need to come to

the village office and public information disclosure between the government and the Tontouan Village community.

A. Optimization Based on Website Characteristics as Publication Media

1. Speed and Actuality of Information

   A website used as a publication media in delivering information must be fast and actual. Based on the results of interviews obtained from the Operator Staff who processed the Tontouan Village Website stated that the information submitted through the Tontouan Village website was fast and actual. Based on the results of the research that the information conveyed on the tontouan village website is the activities that exist and are carried out in the village, such as training and health counseling for health workers, cadres, as well as direct cash assistance distribution activities and other activities in tontouan village. activities carried out are uploaded quickly and actually, so that people can easily access information on village activities quickly. (Setiyaji, Anggitya, and Musta'an 2017)

2. Updating Information

   Information updating is an information update that is delivered continuously. A website as an information publication media is required to update information or provide new information on website posts. The results of interviews

obtained from the website manager that the information uploaded on the website is the latest information about Tontouan Village, both in the form of news and information about village profile data. This is in accordance with what was conveyed by the informant as follows:

"The information we display on the website is the latest information. At present, we focus on providing information to the community about village activities. Every information contained on the Tontoan village website has been updated with the latest information, such as data on the number of households (Head of Family), the number of hamlets, the total population of village apparatus data and other village information data ".

Based on what has been explained above, the information contained on the Tontouan Village website is the latest information, this can also be seen from the latest posts displayed on the latest posts on the Tontouan Village website. So it can be concluded that the Tontouan Village website as a publication media always displays the latest and most recent information.

3. Interactivity

   Website as a publication media must have interactivity between website users and administrators so that the website can develop even better. As a two-way

communication media, interactivity provides an opportunity for communicants to convey complaints, suggestions, criticisms directly through the columns provided on the website. Based on the interview results, the Tontouan Village website is equipped with a criticism and suggestion menu that can be used by website visitors to provide input so that the Tontouan Village website can develop for the better. In accordance with the results of interviews with website manager informants that there is an opportunity for website visitors to provide criticism and suggestions through the criticism and suggestion menu that has been prepared on the tontouan village website.In addition, we also display the village email so that website visitors can contact the village to find more complete information about the village.So it can be concluded that the tontouan village website as a publication media has interactivity between website users and administrators, this can be seen from the existence of a Criticism and Suggestion menu on thewebsite.

B.   Optimization Based on the Purpose of the Website as a Publication Media

1.   Dissemination of Information
The purpose of the website as the first publication media is the dissemination of information. The intended information

dissemination is that the website must be accessible to the public from anywhere. The website must also be able to provide complete and comprehensive information, so that people can understand the information on the website. (Nento and Masruri 2020) Based on the results of interviews with one of the website managers, the tontouan village website is used to disseminate information related to tontouan village. To disseminate information about tontouan village, the website has been equipped with menus and features that can help to disseminate information. The first menu is the Profile menu which contains information about the tontouan village profile, vision and mission of Tontouan Village.

Tontouan village website is also equipped with various features such as social media features instagram, facebook, youtube, and twitter, besides that there are also features of total population information, number of KK (Family Cards), number of hamlets, and village area, besides that there are also features of population data, settlements, education, economy, APBdesa (Village Budget), infrastructure, and other features. The following is an explanation from the informant:

"Our website for disseminating information about Tontouan Village has been

equipped with menus and features that make it easy for visitors to find out information about the village clearly. On the website there is an about menu, a data menu and other menus that contain information according to the menu name given. Our website also has a social media menu at the top so that it makes it easier for the community to communicate with the government or provide suggestions and criticisms related to village activities or village programs. In addition, our website can be easily accessed anytime, anywhere".

Based on the explanation above, it can be concluded that the tontouan village website as a publication media has been supported by menus and features that are useful in disseminating information.

2. Research Objectives
    The second purpose of the website as a publication medium is research purposes. What is meant by research purposes is that websites can be used to collect data or information that can be used to conduct research (Yudhaningsih 2011). The website also tries to display detailed and transparent (clear) information to website visitors who are conducting research. Based on the results of interviews that have been conducted, the tontouan village website has contained data or information such as data on

village officials as well as other data about the village that can be easily obtained on the tontouan village website.Information that has been posted on the website can help researchers who are collecting data for research on tontouan village.In accordance with the results of research from the author that the Tontouan Village website facilitates students or people who want to research about tontouan Village to get general information such as profiles about tontouan Village.In addition, the website has contained data about village officials and village profiles. Based on the definition above, it can be concluded that the tontouan village website as a publication media can be used as a research objective because the website contains data that can be used in research.

3. Improving Service
    The fourth purpose of the website as a publication medium is to improve services. Improving services in question is that the existence of an institutional website can improve services to the community, in the form of providing convenience to the community such as easy access to information, ease of searching village data and village profiles. Based on the results of the interviews that have been conducted, the tontouan village website is used by the tontouan village government to improve services. As explained by the

informant as follows:

"Our website is also used to improve services to the community. As in the information menu, on the menu there are service features, announcements, agendas, data banks, and legal products ".

Based on the explanation above, it can be concluded that the Tontouan Village website as a publication media can improve services, especially in services to the community contained in the interaction menu and information menu. Besides that, services can also be seen on the information menu which contains news about the Tontouan Village work program.

CONCLUSION

Based on the results of the study, it shows that optimizing the use of the website as a publication media for Tontouan Village information can be seen in two factors; First, optimization based on the

characteristics of the website as a publication media, including: a) the Tontouan Village website has speed and actuality of information; b) the Tontouan Village website always provides the latest information; c) the Tontuan Village website has interactivity between website visitors and administrators. Second, optimization based on the purpose of the website as a publication media, including: a) the Tontouan Village website has been supported by menus

and features that are useful in disseminating information; b) the Tontouan Village website is used as a research objective because the website contains data that can be used in research. ; c) the Tontouan Village website improves services, especially in services to the community. So that it has a good impact on the process of publishing work programs in Tontouan Village. By optimizing the use of websites in publishing village work programs, it can have a positive impact, namely the creation of more transparent and efficient communication between the village government and the community, as well as increasing community participation in village programs, where through the use of digital technology such as the Internet of Things (IoT) and Big Data, the village website is expected to be an effective tool in conveying work program information to the community in Banggai Regency, especially in Tontouan Village.

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