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The Use of Artificial Intelligent in Discovering Sentiment Respond of Society through E-Government Service in Bulo Village

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Abstract. This study aims to analyze the application of electronic government and the factors that influence the improvement in public services in village governance. The method used is qualitative research. The informants of this study were determined by an accidental sampling technique with 15 people. Data collection is done through observation, in-depth interviews, and documentation studies. The collected data is processed using data analysis techniques that include interview transcripts, data reduction, analysis, interpretation, and triangulation to conclude further. This study indicates that the application of electronic government in improving public services in the village government is not optimal because the village government has not prioritized the electronic government. The services provided are still complicated; there are still many services that have not been reserved for electronic-based services, which have resulted in ineffective and efficient services. It causes public servants to be less good. The dominant factors affecting the network are the internet, consistency, and resources.

Keywords: *Electronic Government, Public Services*

1. Introduction

Community guidance for reform in all fields, especially in the state administration is getting stronger. Moreover, the issue of democratization has become more prevalent, which strengthens society in demanding their rights when talking to the bureaucracy. Increasing public services must receive attention from the government. Government services that seem rigid are removed through the use of electronic government to become more flexible and oriented towards community satisfaction to increase the maximum effectiveness, efficiency, transparency, and accountability of the services provided before the implementation of electronic government.

However, there are still many government agencies that have not made use of information technology in carrying out their duties and responsibilities. The electronic government is still stagnating. Government agencies have not considered electronic government as a priority, only seen as a trend among the government. The implementation of the use of information technology in government administration is still limited to institutional relations within the government.

2. Research Methods

In this study, using descriptive qualitative research methods based on positivism philosophy, used to examine the conditions of natural objects where the researcher is the key



instrument. The techniques and data sources used are: first, primary data; second, secondary data. Then this study uses the Accidental Sampling method which is a technique of determining the sample based on chance. Furthermore, the data collection and analysis technique used is the triangulation technique which is a combination or combination of various methods used to study interrelated phenomena from different points of view and perspectives.

3. Literature Review

a. *Electronic government*

Electronic government is one of the most interesting concepts emerging in the field of public administration in recent years [1]. Talking about electronic government the use of information technology media by the government in delivering information and providing services to the public, business world, and various related parties [2]. Electronic government as the use of information and communication technology, especially the internet as a tool to achieve better governance [3]. The electronic government can be applied to the legislative, judiciary, or public administration to increase internal efficiency, deliver public services, or process democratic governance [4].

As stated by [5] that electronic government comes from the English language, also called e-gov, or in a certain context, the transformational government, in which it is the use of information technology by the government to provide information and services to its citizens. However, acceptance of these innovations remains stagnant in the early stages of stakeholder adoption of e-government services [6].

Then according to [7], the electronic government is the use of information technology, especially the internet, to make public services more comfortable, consumer-oriented, and cost-effective [8]. Presidential Instruction Number 3 of 2003 regarding national policies and strategies, electronic government development is an effort to develop electronic-based governance to improve public services effectively and efficiently. In line with this, [9] of the view that electronic government in principle must be transparent, efficient and effective, network and integrity. According to [10], the application of electronic government in every Indonesian government agency refers to the stages of development of national electronic government following the conditions of each institution: preparation, development, maturation, strengthening, utilization, availability of sustainable services, time-saving in responding to the public, and reducing levels error [2]. Thus, there are three types of challenges in implementing electronic government according to [11] such as challenges that are tangibles; challenges that are intangibles; challenges that are very intangibles.

However, there are still many governments around the world who are still facing the problem of low public willingness to use electronic government services [12]. Typology of electronic services that are often used: information, communication, and transaction services [13]. *Electronic government* harnesses the power of the internet to build closer and stronger interactions and collaborations [14]. However, it is well known that the collaborative process of service development and joint evaluation as an open innovation assessment method is not an easy task [15]. This is the case for the betterment of society and the government is aware of the importance of electronic-based services [16].

b. *Public service*

According to the Indonesian Dictionary, service has three meanings: regarding or how to serve; efforts to serve the needs of others by earning a reward (money); and the facilities provided in connection with the sale and purchase of goods or services. A public service is a form of the role of government and bureaucracy. Quality public services are vital because they are the key to fulfilling the constitutional rights of society and realizing sustainable national development [17].

Meanwhile, opinion [18] Regarding public services, everything is provided by the government or the private sector because in general, the public cannot meet their own needs [19]. Meanwhile, according to Law Number 25 of 2009, it is an activity or series of activities to fulfill service needs in accordance with the statutory regulations for every citizen and resident for goods, services, and/or administrative services provided by public service providers. Provision of public services will increase the efficiency of public service provision and increase the welfare of citizens [20].

Public service improvement is also carried out by the private, non-profit and public sectors [21]. Public service delivery is connected with the organizational structure, institutional superstructure, and subdivisions acting in the same way or manner at a specified level of detail [22]. Today most public services are not provided by state monopolists, but by service providers competing for clients [23]. Given also the low level of possible returns from the public sector, and given the inconvenience often associated with public services [24].

Therefore to meet the needs of public services, they are doing several things to support a more effective and efficient service [25]. This is very helpful in the implementation of successful strategies in public service organizations [26]. Then when public services are deemed able to attract certain individuals to serve the government and foster work behavior that is in line with the public interest, it is considered successful [27].

4. Finding and Discussion

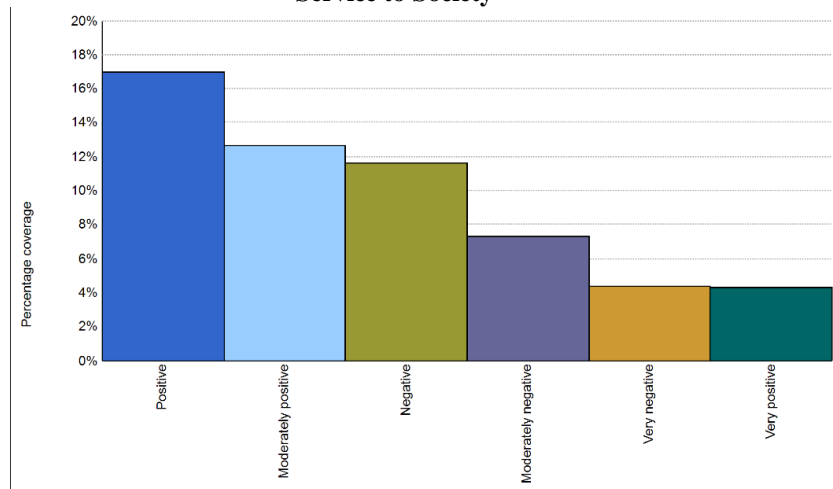
The Bulu village is connected with the electronic government instead to provide the facility for government performance, also to increase the knowledge in society. Improving the knowledge of society through electronics is mandatory for the government as mentioned in the national regulation. Anything that includes change must make a strategy for achieving goals. Strategic planning can provide direction for developing electronic government in the Bulu Village Office from the current conditions which still need development to the desired conditions in the future. After seeing some facts, it turns out that the electronic government at the Bulu Village Office has a strategy so the progress is more visible. The strategies they undertake include: optimizing technology and communication, organizing work processes or systems.

Every government agency has a vision and mission. The same goes for the Bulu Village Office. This vision is used as a description of the direction in which the next trip will go. Then the mission is like divided steps to make it easier to provide direction in achieving a vision or goal. We found that there is a mission of Bulu Village which says "to improve web-based village information and services". This is the reference and spirit of the Bulu Village government to continue to improve services based on electronic government. Since the government needs to maintain, periodically, the response from society about the government's performance in delivering public service. Figure 1 shows the response from society toward the e-government of Bulu village.

The electronic government provides opportunities to improve and optimize the relationship between government and society in governance. However, the fact that the researchers found was that the services at the Bulu Village Office were not yet efficient with the implementation of electronic government. This is because the Bulu Village government does not prioritize electronic government too much in serving the community. Why is that, because the electronic government, both central and regional, is still in the system development stage. Therefore, the electronic government is still stagnant.

The community needs a good response from the government at the Bulu Village Office. In this day and age, many stakeholders are only concerned about themselves. However, this perception is far different from the services provided by the government at the Bulu Village Office. This has been proven; there is one community that wants to make a domicile certificate. When the community arrived, the apparatus welcomed and greeted them kindly. The public is waiting for the letter without feeling ignored.

Figure 1. The Electronic Government Respond of Bulo Village in Delivering Public Service to Society



Source: Primary Data

The Bulo Village is gaining their performance to increase a good communication and delivery service for society in periodically. Some of the success behind e-government in bulo village is the government still maintenance and provides the service in real-time. On the other hand, the e-government in Bulo Village prioritizes its efficiency and effectiveness. Some of the important key that the government maintenance are:

1) *Security*

Security of data and information through Facebook and the website of Bulo Village has been guaranteed security because not just anyone who knows the User Id and password can log in. There is also a particular admin who is responsible for controlling Facebook and the website. However, only a few people know about the official Bulo Village account.

2) *Training*

The government at the Bulo Village Office should first understand the importance of an electronic government-based system before disseminating it to the community. Based on the facts found, the Bulo Village government has not yet socialized the importance of implementing electronic government and also the accounts owned by Bulo Village. Many people do not know about this. As a result, the public does not know the current information. By disseminating it evenly, starting from hamlet one to hamlet two, the community can access information even though they are not in the village.

3) *Leadership support*

The Head of Bulo Village is expected to support the implementation of electronic government. At a minimum, motivate the apparatus or even participate in maximizing the application of electronic government at the Bulo Village Office. The Head of Bulo Village does indeed support the development of the application of electronic government, but he is rather indifferent in matters of managing or taking an active role. It is only sufficient to support it, but the implementation is not yet there and cannot be felt. Therefore, it is still necessary to maximize efforts with other officials.

4) *Collaboration*

Collaboration is a collaboration between the Village Head and officials for the creation of electronic government-based services. This collaboration is considered very influential so that electronic government can be developed. Based on the facts found, the Village Head and apparatus collaborated in developing the application of electronic government at the Bulo Village Office. So far, the village head has only directed it, did not participate in developing electronic government so that many improvements are still needed so that later services can be more effective and efficient. However, what needs to be appreciated is the apparatus that has solidarity in carrying out their duties.

5. Conclusion

Based on the results of the analysis, this research concludes that the application of electronic government in improving public services at the Bulu Village Office cannot be said to be optimal considering the intricate service because it has not been backed up to an electronic basis which results in ineffectiveness and inefficiency. There is still a characteristic of discrimination in providing services. Then the factors for the success of electronic government are also not optimal, including security, training, leadership support, and collaboration that still need to be improved. However, when the authors conducted the research, there were two supporting factors for electronic government in the Bulu Village Office, they are strategy, and vision & mission.

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