STRATEGY OF THE DEPARTMENT OF COMMUNICATION, INFORMATICS, CODE AND STATISTICS IN PUBLIC INFORMATION SERVICES IN KAPUAS REGENCY

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Abstract

The purpose of this study was to determine the description of the strategy of the Communication, Informatics, Coding and Statistics Office of Kapuas Regency in public information services and the obstacles in providing public information services through the kip.kapuaskab.go.id website portal. The research method uses a qualitative approach with descriptive research. Data were collected by observation, documentation, and interviews with 4 informants. Data analysis using qualitative data analysis. The results showed strategy implemented by the Communication, Informatics, Coding and Statistics Office of Kapuas Regency in public information services through the kip.kapuaskab.go.id website, namely: 1) core strategy, by determining the organizational structure, work system and employee placement based on education, 2) consequence strategy, implemented with giving appreciation, support and reprimand to employees to maintain performance, 3) customer strategy, implemented with standard operating procedures for services and complaints, 4) control strategy, by conducting evaluations through community satisfaction surveys and 5) cultural strategy, habits of mutual cooperation and cooperation by employees in carrying out services. The obstacles to public information services through the website are internet network access and server maintenance down.

Keywords: *Strategy, Public Information Services, Website*

INTRODUCTION

In today's digital era, access to information has become a basic need for the public to actively participate in public decision-making. Referring to Government Regulation of the Republic of Indonesia Number 61 of 2010 concerning the Implementation of Law Number 14 of 2008 concerning Public Information Disclosure, the Government then established an information agency or institution for public information services, namely the Information and Documentation Management Officer (PPID) which is responsible for the field of information storage. The government is committed to realizing an open government by utilizing technology. Information as a basic need is increasingly easily accessible to the public by utilizing technological advances and media prepared by public institutions. The use of technology in the current digital era has a significant role in facilitating the distribution of public information.

One of the regional governments committed to opening up access to public information is Central Kalimantan Province. The use of technology has had a significant impact on the distribution of public information, as implemented by all levels of government in Central Kalimantan Province. However, the current distribution of digital technology remains unequal. Network access remains limited for the public, and this remains a key area of ongoing improvement to ensure equal access to public information, transparently provided by the government. The right to information is vital because the more open state administration is to public scrutiny, the more accountable it becomes (Pinangkaan: 2016 in Titi et al., 2024). This also accelerates the realization of open government and is a strategy to prevent Corruption, Collusion, and Nepotism (KKN) and create good governance (Titi et al., 2024). Public information disclosure provides a means for the public to monitor the implementation of state or regional agency activities related to public interests. Public information disclosure supports clean government practices, where government operates effectively, efficiently, honestly, transparently, and responsibly (Ipan, 2023).

In order to encourage public institutions in the Central Kalimantan Province to accelerate the best efforts through various innovations to improve public information disclosure through the Central Kalimantan Provincial Information Commission announced the results of the monitoring and evaluation (monev) ranking of public information disclosure as outlined in the Decree of the Central Kalimantan Provincial Information Commission Number: 003 / KEP / KI KALTENG / XI / 2023 where Kapuas Regency is included in the 4 (four) qualifications of the Main PPID Public Body of Regency / City and is in second place. The following table of qualifications of the Regency / City PPID Public Body in Central Kalimantan Province is as follows:

Table 1. Four Qualifications of the Main PPID Public Agency for Regency/City in Central Kalimantan Province in 2023

No	Regency/City	Mark	Category
1.	Palangka Raya City	98.98	Informative
2.	Kapuas Regency	93.93	Informative
3.	East Kotawaringin Regency	93.59	Informative
4.	West Kotawaringin Regency	90.90	Informative

Source: Decision of the Central Kalimantan Provincial Information Commission 2023

The achievements obtained by Kapuas Regency can be said to be very good, although not in first place. However, in this case, the Kapuas Regency Government through the Communication, Information, Cryptography and Statistics Service as the OPD that carries out public information management has carried out the mandate of Law Number 14 of 2008 concerning Public Information Disclosure as a form of effort to implement good governance and clean government and increase opportunities for the public to participate in various public policies. The Kapuas Regency government's efforts are consistent in implementing public information disclosure as evidenced by the results of monitoring and evaluation (monev) by the Central Kalimantan Provincial Information Commission which were announced through the presentation of the 2024 Central Kalimantan Provincial Public Agency Information Disclosure Award.

Table 2. Three Qualifications of the Main PPID Public Bodies of Districts/Cities in Central Kalimantan Province in 2024

No	Regency/City	Mark	Category
1.	Palangka Raya City	96.27	Informative
2.	Kapuas Regency	95.21	Informative
3.	Katingan Regency	90.00	Informative

Source: Decision of the Central Kalimantan Provincial Information Commission 2024.

Positive changes can be seen in the recapitulation of monitoring and evaluation results announced by the Central Kalimantan Provincial Information Commission. From 2023, the score was 93.93, falling into the informative category. In 2024, the score increased by 1.28 to 95.21, thus maintaining the informative category. It is noteworthy that Kapuas Regency's achievements over the past two years have not yet been able to position it in first place and have not been able to displace the first position held by Palangka Raya City for two consecutive years. However, these monitoring and evaluation results have demonstrated that the Communication, Information, Cryptography, and Statistics Office has made good efforts to implement public information services as stated in the service announcement. Daily visits to the kip.kapuaskab.go.id website portal are only around 105, and weekly visits are 2,137. This shows that although the results of the recapitulation of monitoring and evaluation of Kapuas Regency are in second place as the main public body PPID which is included in the informative category, it has not been able to

attract the attention of the Kapuas Regency community to participate in overseeing governance. Another factor that influences the number of people accessing public information services through the website portal is the existence of social media. The public information service run by the IKP Diskominfosantik Kapuas Regency division is not only a website portal, but also various social media platforms that are widely popular with the public such as Instagram, Facebook, and YouTube. The use of social media is very appropriate because it adapts to public interests, but also has several shortcomings in its use, such as the need to have an account first to be able to visit the account of the Communication, Information, Cryptography and Statistics Office. Another problem arises when downloading public information cannot be directly through social media. Social media is only used as a means of delivering links or barcodes to access public information which will still be directed to the kip.kapuaskab.go.id website portal for downloading.

There are many features that make public information services via social media more popular because the appearance is quite attractive, such as being able to add songs.Even icons or stickers can support the information shared. The public can also interact directly with news or opinions they dislike, by writing in the comments section or sending a direct message. However, there are also many obstacles to utilizing social media, one of which is the lack of a feature for directly downloading public information through existing posting features. Furthermore, the low number of website visits can be influenced by the availability of GSM or CDMA internet signals in villages within the sub-districts of Kapuas Regency. According to the Central Statistics Agency of Kapuas Regency in 2024 there are 4 sub-districts whose villages are less covered by the #G/H/+/EVDO network, namely Pujon, Pasak Talawang, Mandau Talawang and Timpah Districts. Meanwhile, there is 1 sub-district whose village is not covered by the 4G/LTE internet network signal which is one of the factors that may hinder the public from accessing the kip.kapuaskab.go.id website portal to obtain information services. However, it is very unfortunate that the existence of the PPID of Kapuas Regency is currently included in the informative category, on the kip.kapuaskab.go.id website does not provide the results of the monev recapitulation or the Decree of the Central Kalimantan Provincial Information Commission regarding the results of the monev of district/city public bodies in Central Kalimantan province.

Furthermore, the public information provided on the kip.kapuaskab.go.id website is still out of date. This was discovered when the author visited the website to view Kapuas Regency in Figures, which was expected to provide the latest information for 2024. However, the information provided was for Kapuas Regency in Figures 2022.even icon images or stickers that can support the shared information services. And the public who can interact directly if they don't like the news or have an opinion can directly write in the comments column or send a message via direct message. However, there are also many obstacles to the use of social media, one of which is the inability to provide a feature to directly download public information through the existing posting feature. In addition, the low number of visits to the website portal can be influenced by the availability of GSM or CDMA internet signals in villages in the districts included in the Kapuas Regency area. According to the Central Statistics Agency of Kapuas Regency in 2024 there were 4 districts whose villages were not covered by the #G/H/+/EVDO network, namely Pujon, Pasak Talawang, Mandau Talawang and Timpah Districts. Meanwhile, there is 1 district whose village is not covered by the 4G/LTE internet network signal which is one factor that may hinder the public from accessing the kip.kapuaskab.go.id website portal to obtain information services.

However, it is very unfortunate that the PPID of Kapuas Regency is currently categorized as informative. The website kip.kapuaskab.go.id does not provide the results of the monitoring and evaluation recapitulation or the Decree of the Central Kalimantan Provincial Information Commission regarding the monitoring and evaluation results of public bodies in districts/cities in Central Kalimantan province. Furthermore, the public information provided on the website kip.kapuaskab.go.id is still not updated. The author discovered this when visiting the website portal to view Kapuas Regency in Figures, which was expected to provide the latest information for 2024, but what was available or directed to information on Kapuas Regency in Figures for 2022.To find out how the Strategy of the Communication, Informatics, Cryptography and Statistics Service of Kapuas Regency in Public Information Services through the kip.kapuaskab.go.id Portal, this research was conducted.

LITERATURE REVIEW
Understanding Strategy

Strategy is crucial and one way to achieve goals, enabling the vision and mission to be realized. This strategy is a way to achieve a company's long-term goals, determined based on the results of situational analysis and research conducted using specific actions and requiring the allocation of resources necessary for implementation (Piranti, 2023). Strategy can be defined as a planned program or steps to achieve a series of goals or ideals determined by a company to achieve its final objectives. Strategy is crucial to ensure that activities are directed in accordance with

the company's plans. According to Osborne and Plastrik (2001) in Siti Marwiyah (2023:160) there are five strategy indicators, namely:

1. Organizational Structure Development Strategy
   Structural development strategy, public service organizations are required to develop their work structures and tasks in order to progress, develop, and compete healthily with other public service agencies in a healthy manner following global trends.
2. Strategy for Developing or Simplifying Service Procedure Systems
   The service procedure development strategy regulates the service stages in detail.\
3. Service Infrastructure Development Strategy
   Infrastructure concerns the provision of service facilities and infrastructure that support the provision of services to be safer, more comfortable, faster, more accurate, easier and more reliable, including the provision of physical facilities, new service development models and the use of information technology to utilize public services.
4. Organizational Work Culture Development Strategy
   Work culture aims to change the attitudes and behaviors of existing human resources to increase work productivity and face future challenges. Work culture is also related to the shared value system held by members that distinguishes one organization from another.
5. Entrepreneurship Development Strategy
   Entrepreneurship development strategy is related to each employee giving full contribution to the success of efforts to improve the quality of service in developing agencies to make services responsive and encourage efforts to make services effective which can be carried out in an efficient and effective manner.

According to Osborn and Plastrik (2001) in Siti Marwiyah (2023: 160-161), strategies in the bureaucratic environment are as follows:

1. Core Strategy
   This core strategy dimension contains the meaning of how an organization has a main strategy by carrying out careful planning in achieving the organization's goals.
2. Consequence Strategy,
   The consequence strategy is used to apply consequences to organizational performance, the indicators of which are related to the implementation of regulations for employees and public response regarding public information services at the Communication, Informatics, Cryptography and Statistics Service.
3. Customer Strategy
   Customer strategy is a strategy that focuses on customers or the community itself as the object receiving services, as seen from the responsiveness of an organization in providing services to the community.
4. Control or Supervision Strategy,
   The strategy implemented for monitoring the service process provided so that the service can run according to the desired plan.
5. Cultural Strategy
   Cultural strategies are used to adapt to existing community customs and provide the best possible service. Indicators include the degree to which services are tailored to the conditions and culture of the community and the level of community participation in the services provided.

Strategy in the context of strategic management as stated by Wheelen and Hunger (2012) in Titi and Mega (2024: 432) is a series of managerial decisions and actions that determine the performance of a company or organization in the long term. The strategy indicators are as follows: 1) Environmental Observation, 2) Strategy Formulation, 3) Strategy Implementation and 4) Evaluation and Control.

METHOD

PeneThis research uses a qualitative approach.Data collection techniques were conducted through interviews and supported by documentation reviews and observations. Interviews were conducted with four informants who work in the Field.Public Information and Communication Management Department of Communication and Information, Cryptography and Statistics of Kapuas RegencyInformants were selected using a purposive sampling technique or intentionally, those deemed to understand the topic being discussed. The research data were then analyzed descriptively and qualitatively, encompassing the stages of data collection, data condensation, data display,

and drawing conclusions or verification.with the aim of providing an overview of research findings with reference to theory.

RESULTS AND DISCUSSION
A. Overview kip.kapuaskab.go.id

The rapid development of the internet has caused public communication and information (KIP) as a newspaper to be affected by the trend, by creating newspapers through websites on the internet. The online version of KIP in Kapuas Regency has been available and accessible since 2018. Having a website for the dissemination of mass information through the portal kip.kapuaskab.go.id provides information about Kapuas Regency, both government, organizations and community information that can be accessed by all people both within and outside the region, for users who have internet access. In addition to online media, there are also print media such as newspapers, so that they can enjoy news or information to make it easier for people who still do not have internet access. Public information services in the Kapuas Regency area through the website portal media kip.kapuaskab.go.id. is to carry out the mandate of Law Number 14 of 2008 concerning Information DisclosurePublic.

1. Logo kip.kapuaskab.go.id

The website portal providing public information services managed by the Public Information and Communications Division of the Communications and Information, Cryptography and Statistics Service of Kapuas Regency has its own logo, as follows.

Figure 4.2. Logo kip.kapuaskab.go.id

2. How kip.kapuaskab.go.id Works

Kip.kapuaskab.go.id's work mechanism for carrying out its routine activities refers to a predetermined division of labor. The duties and functions of employees and their positions are also defined.

3. View kip.kapuaskab.go.id

The website portal managed by IKP Diskominfosantik Kapuas Regency kip.kapuaskab.go.id has the following appearance:

Figure 2. Home view of the kip.kapuaskab.go.id website portal

The Kip.kapuaskab.go.id portal continues to develop itself, including its features and functions since its inception, adapting to the development of newspaper portals worldwide. This ensures that users don't get bored when searching for the news or information they need.search, since the beginning of the emergence of the online news portal, innovation has continued to be carried out so that its features are increasingly attractive and supported by images or videos that support the news.

In Kip.kapuaskab.go.id there are many features that readers can choose from, including:

1. Home
   The front page of the KIP contains general news. The most recent news is displayed in chronological order, chronologically, and includes profiles of Kapuas Regency and the Kapuas Regency leadership. Several sections are displayed on the page, allowing readers to select the most recently updated news.

2. Profile
   There is a display of the Vision and Mission of the Main PPID of Kapuas Regency, the Diskominfosantik Performance Agreement, the 2020 LKPD of the Kominfo Service, the Regional Potential Book of Kapuas Regency, the History of Kapuas, the Vision and Mission of the Kapuas Regency Diskominfo, the Duties and Authorities of the Main and Assistant PPID, then the Legal Basis, Public Information Information Mechanism of Public Information Services, the Structure of the Main PPID, the Structure of the Kominfo Service, Procedures for Submitting Objections to Information and Procedures for Submitting Requests for Information Dispute Resolution.

3. News
   The display on the news feature provides news related to local government organizations in the Kapuas Regency area from the most recently published to news archives from previous days.

4. Public Information
   The display in the public information feature is a list of public information and reports from the Main PPID of Kapuas Regency.

5. Video
   A video is displayed along with a link about news from the Kapuas Regency government.

6. Gallery
   Displaying documentation results in the form of photos from information from the Kapuas Regency Government and Organizations and Community Groups in raising good information in Kapuas Regency.

7. Favorite News
   Contains news about government, organizations, and community groups in Kapuas Regency. This page features selected content, including Leadership News, Regional Apparatus Organization Unit (SOPD) Activity News, General News, Community Organization Community (KIM) News, and News on People's Business Promotion Services.

B. Strategy of the Communication, Informatics, Cryptography and Statistics Service in Public Information Services in Kapuas Regency

The Department of Communication, Informatics, Cryptography, and Statistics is a government agency that provides information services to the public. The Department of Communication, Informatics, Cryptography, and Statistics has four divisions: Public Information and Communication Management, e-Government Implementation, Cryptography, and Statistics. Information services are one of the main tasks of the Communication, Informatics, Cryptography and Statistics Service in the Field of Public Information and Communication Management, especially the Main Information and Documentation Management Officer as the main manager of information for Kapuas Regency, including government news, news on the organizational structure of the Regional Government, organizations, community groups and promotional news. Public information services inDepartment of Communication, Informatics, Cryptography andKapuas Regency Statistics are run by the Public Information and Communication Management Sector through the portalwebsitekip.kapuaskab.go.id. An overview of the strategy implemented byDepartment of Communication, Informatics, Cryptography andKapuas Regency statistics in public information services can be known from the results of research and discussion by referring to the five strategic indicators according to Osborne and Plastrik (2001) in Siti Marwiyah (2023: 160-161) as follows:

1. Core Strategy
   This strategy relates to how an organization establishes a core strategy by conducting thorough planning to achieve its goals. The core strategy is outlined as a form of developing work structures and tasks to advance and develop. In public information services, the Kapuas Regency Communications, Informatics, Cryptography, and Statistics Office, the Public Information and Communications Management Division, manages public information services in the Kapuas Regency area, including through the online portal kip.kapuaskab.go.id.

The Department of Communication, Informatics, Cryptography and Statistics of Kapuas Regency in setting boundaries for the objectives to be achieved is set in the vision which is then adjusted to the vision of the Public Information and Communication Management Sector, the PPID vision of realizing transparent and accountable services to fulfill the rights of the people of Kapuas Regency. The findings are in line with Osborne's theory of formulating a work organizational structure adjusted to the educational background and skills of employees to be able to carry out the management of public information services by managing several social media including YouTube, Facebook to Instagram and managing the website portal kip.kapuaskab.go.id. The Public Information and Communication Management Sector has a work structure that is divided into three, namely a) Management of Publication Services and media call centers, b) Management of Video and Design Content Creators and c) Management of Information and Public Relations. Not only that, the author found from the results of field observations and interviews with sources, there is a division of duties for coverage, news creation, publication to design planning. Although the author's findings are in line with the theory put forward by Osborne and Plastrik, the author did not find any arrangements or determination of work structures related to the management of website portal maintenance by employees or specifically in the field of Public Information and Communication.

2. Strategy Consequence

The consequence strategy at the Kapuas Regency Communication, Informatics, Cryptography and Statistics Office is in line with Osborne and Plastrik's presentation, where there is support for employee work in the form of material support in the form of official travel and moral support in the form of expressions of appreciation for the efforts that have been put in by employees in carrying out their duties. The consequence strategy is also implemented in a disincentive manner where if there is an error in publication, news content and writing, then the employee who made the error will be given a warning, but not only in the form of discipline, but also opens a discussion space to explain what obstacles caused the error to occur so that they can anticipate future errors.

3. Customer Strategy

The customer strategy is in line with Osborne's theory of exposure. The kip.kapuaskab.go.id website portal has standard operating procedures (SOPs), in addition there is a forum for reporting or complaints that can be accessed through a call center or via the WhatsApp application where service hours are much longer from 07.00 WIB to 20.00 WIB. Diskominfosantik through the kip.kapuaskab.go.id website portal also accepts criticism directly from comments left on the website or from various social media and will be responded to immediately if it meets several requirements, such as the comments posted do not contain elements of SARA, hoaxes, or obscene words. However, the results of interviews with sources regarding the Public Satisfaction Service report are not in line with the findings of researchers directly on the website portal which states that the complete results of the evaluation and public satisfaction survey are available on the website portal, but unfortunately only in the form of percentage values. Complaint service. "The call center and WA Diskominfosantik Kapuas (0821-7777-5960) are active from 07.00-20.00 WIB." In addition, the website portal kip.kapuaskab.go.id provides infographics related to the following service complaints:

**Figure 3. Complaint Center and Call Center Infographic
Kapuas Regency Communication, Informatics, and Sanitation Office**

4. Control Strategy

   The control strategy of the Kapuas Regency Communication, Informatics, Cryptography and Statistics Office can be said to be very good and in line with what Osborne explained. This can be seen from the results of monitoring and evaluation conducted by the Information Commission, PPID Diskominfosantik Kapuas Regency obtained a score of 93.93 in 2023 with the 'informative' category and experienced an increase in 2024 on the results of monitoring and evaluation conducted by the Central Kalimantan Provincial Information Commission with a score of 95.21. The author's findings from interviews with informants found that performance evaluations are carried out twice a year by utilizing direct survey methods to the community as service recipients and the survey results will be included in the Community Satisfaction Service report published directly on the website portal, but unfortunately the survey results only consist of numbers indicating satisfaction and dissatisfaction do not detail the indicators of satisfaction and dissatisfaction contained in the survey conducted. The Public Satisfaction Service only contains a pie chart that shows the numbers or percentage values of satisfaction and dissatisfaction asWhichshown in the image below:
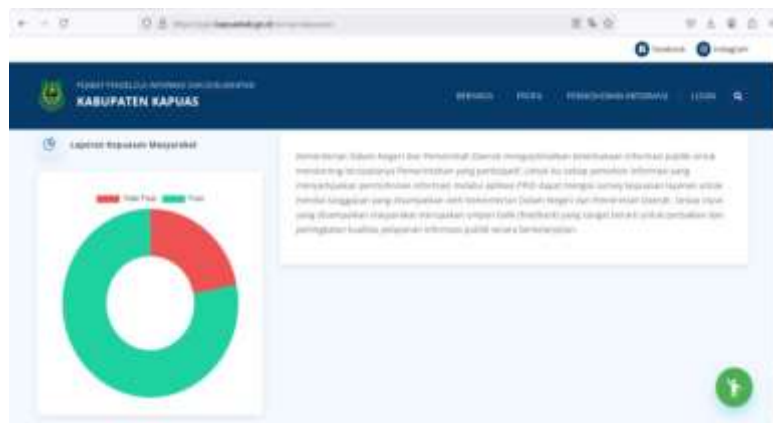

**Figure 4. Display of the Community Satisfaction Service Menu
on the Website Portal**

5. Cultural Strategy

   The cultural strategy at the Kapuas Regency Communications and Information Technology Office (Diskominfosantik) has been implemented in accordance with Osborne's description, whereby a habit and feeling of sympathy are formed among employees. If one employee experiences difficulties, others will assist. This demonstrates a culture of mutual cooperation or collaboration in carrying out public information service management tasks. Public information services based on digital technology can now implement a culture of speed, transparency, and ease of access.

C. ConstraintStrategy of the Communication, Informatics, Cryptography and Statistics Service in Public Information Services in Kapuas Regency

   Public Information Services today in the midst of digital technology not only provide the impression of easy access to information by utilizing digital technology and internet networks, but also there are several factors that become obstacles in providing services, one of which is the reach of areas that can access the internet network. Services through the online media portal website kip.kapuaskab.go.id, namely the server that often experiences problems or is down, resulting in information services through the website portal being unable to be carried out. The problem with server downtime is hampered by the current lack of staff with the direct expertise to handle server issues. Maintenance issues cannot be handled directly by staff, so if a website portal needs maintenance, it cannot be handled quickly and disrupts service flow because it requires assistance from a third-party vendor.

CONCLUSION

1. The strategy of the Kapuas Regency Communication, Informatics, Cryptography, and Statistics Office in Public Information Services through the kip.kapuaskab.go.id website portal can be identified by five strategic indicators as analytical tools. First, the core strategy is establishing a work organizational structure based on the educational background and skills of employees, but currently human resources in the IT field are still not available. Second,

the consequence strategy from the positive side of employees receives appreciation, encouragement, and support, while on the negative side if they make mistakes they will be reprimanded and invited to discuss to determine work obstacles. Third, the customer strategy, there is a place for the public to provide criticism, suggestions and input through the call center or WhatsApp or by leaving comments directly on the website. Fourth, the control strategy is running quite well, there is a SOP for service delivery that can be downloaded by the public, however, for evaluation, although it is carried out, it is only in the form of numbers in a diagram and does not include indicators for assessing service satisfaction. Fifth, the cultural strategy, the work culture that is built among employees, namely the principles of cooperation, mutual assistance, and mutual cooperation.

2. Obstacles to public information services provided by the Kapuas Regency Communications, Informatics, Cryptography, and Statistics Office through the kip.kapuaskab.go.id website include: first, limited internet access for the public. Second, website maintenance lacks IT expertise capable of handling severe server downtime issues, requiring relatively long periods of time and requiring assistance from third-party vendors.

RECOMMENDATION

The Kapuas Regency Communication, Informatics, Cryptography and Statistics Office should recruit employees to be placed in the Public Information and Communications Sector who have special expertise in the field of Information Technology (IT) so that maintenance of website portals that are experiencing problems, from minor problems to cybercrime or malware, does not require third-party vendors.

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