

## **CHAPTER I**

### **INTRODUCTION**

#### **A. Background**

The Special Region of Yogyakarta Provincial Government launched the Jogja Smart Province (JSP) program; JSP program is found in the Yogyakarta Regional Medium Term Development Plan (RPJMD) 2017-2022, where in this RPJMD, it has other strategic programs; one of which is the construction of Yogyakarta Smart Province facilities and infrastructure through conducting the improved democratic governance towards openness, ease, and clarity, such as communication and information and communication technology by developing Smart Province as an effort to integrate digitalization of management public services of the Special Region of Yogyakarta.

Jogja Smart Province program involves all elements of society with different levels and scope, as well as every stakeholder because the purpose of this program depends on collaboration and integration of a province, and then its operations are lowered based on each district. One of the districts participating in the Jogja Smart Province program is Bantul district; this program was developed in the form of Bantul Smart City. Where Bantul district continues to improve its area by holding a government that is transparent, and it has services that continue to grow better.

Bantul District DISKOMINFO is committed to utilizing the Community Information Group (KIM). Community Information Groups are agents of

information dissemination from and for the community. Not only disseminating information to the public, the Community Information Community is also expected to become a partner of the Regional Apparatus Organization (OPD). In addition, by using KIM together with technical OPD in accordance with their respective fields of work such as in the handling of Jogja Istimewa applications, with the hope that KIM can socialize Special Jogja applications. So that the Jogja Istimewa application can be utilized by the community well and have an impact on improving welfare.

Bantul Regency's economic performance in 2018 shows an increase when measured by the rate of economic growth. Bantul Regency's economic growth rate is fourth among Sleman Regency, Gunungkidul Regency, Kulonprogo Regency, and Yogyakarta City with a value of 5.47%. Meanwhile, the value of the Human Development Index (IPM) shows a positive development in the last three years. All regencies and cities in the Special Region of Yogyakarta show the same pattern of IPM values, which continue to increase in line with positive economic growth patterns. However, Bantul Regency has a small index value in the use of E-government compared to other regions.

The Jogja Smart Province program is an information technology-based on regional collaboration program to develop the potential of the Special Region of Yogyakarta. It is expected that the Jogja Smart Province program can make the Special Region of Yogyakarta become smarter level by utilizing Information and Communication Technology (ICT) in order to realize prosperity for the people of Yogyakarta. Therefore, the government must provide ICT-based public services,

especially in terms of providing information. The use of information technology in local governments can improve the function and management of cities, one of which is through e-government (Odendaal, 2003).

In the Presidential Instruction No. 3 of 2003 on National Policies and Strategies for E-Government Development, it has the purpose of e-government development. This goal is an effort to develop governance that uses electronics, so the quality of public services increases effectively and efficiently by optimizing the use of information technology. The utilization of information technology includes 2 related activities as follows:

1. Data processing, information management, management systems, and work processes electronically.
2. The utilization of advances in information technology which public services can be accessed easily and cheaply by the people in all regions.

The Regional Government must provide information on the regional government designed in public information disclosure, as mandated in Law number 23 of 2014 concerning Regional Government. It is not only obligatory to provide accurate information, but the Regional Government must also provide information and communication technology infrastructure as a form of support or innovation in providing public services to the implementation of e-government in the region.

Information technology is increasingly advanced and developing. This is caused by the development of Information and Communication Technology (ICT) which also

has an important role in all aspects of life. ICT also provides many benefits such as making it easier for people to provide or search for all information. There are several aspects. One of these aspects is the aspect of technology; there are many examples of technology that are developing at this time. One of them is by an application through various devices, like smartphones.

With the development of information and communication technology, the government sees this development as a means of the government in providing updated information about the Special Region of Yogyakarta. Jogja Istimewa application is based on smartphones that can be used by the entire community to facilitate getting information. This application is a government strategy in providing facilities for people to get to know more about the Special Region of Yogyakarta. This application can be downloaded for free on the Google Play Store. Unfortunately, until now, there are still many people who do not know about the Jogja Istimewa application that was launched in 2016 by the government of the Special Region of Yogyakarta. The data that obtained from Google Play Store are downloaded by 50.127 with sample number are 99,80 people using Slovin formula and rounded up to 100 people.

Jogja Istimewa application is a smartphone-based application that summarizes 97% of Yogyakarta Special Region by presenting various information features about tourism, culinary, handicraft, shopping centers, hotels, CCTV streaming, and several matters relating to public services. The Special Jogja application uses a Location-Based Services (LBS) system. The Location-Based Services service system combines the

processes of a smartphone service with the geographical position of its users. This type of service is performed using the position of the GPS feature on a smartphone.

It is not only exposing about the Special Region of Yogyakarta, but also with the Jogja Istimewa application, it is hoped that it can provide better changes that become more effective and efficient. In addition, the understanding and awareness of the community about this application and also the awareness of stakeholders play a role in the progress of the development of the Special Region of Yogyakarta. With the Jogja Istimewa application, it is expected to be able to introduce Bantul Regency such as tourist attractions, handicrafts, and schools or universities that can also increase the community's economic activities to increase.

The Jogja Istimewa application do not only provide benefits by providing information to the people of Yogyakarta, but also people from outside Yogyakarta can access this application because this application also provides information about tourist attractions in Yogyakarta, hotels or places to stay in Yogyakarta, schools and universities in Yogyakarta. By using the Jogja Istimewa application as an information provider technology, it is one of the manifestations of the implementation of Jogja Smart Province in the Special Region of Yogyakarta. With this application, it is expected to be able to provide benefits making the people of Yogyakarta and outside Yogyakarta easier to get accurate and updated information.

By applying e-government in the Special Region of Yogyakarta, the Special Region of Yogyakarta local government uses innovative ways of providing information

with the community. These facilities can improve the quality of government services and provide opportunities for the public and the private sector to participate in the public service process. The Special Region of Yogyakarta local government collaborates with PT Gamatechno Indonesia to create a facility which it is a Jogja Istimewa application that can introduce Yogyakarta digitally to public. This application is made to provide the latest and complete information. Not only the Special Region of Yogyakarta local government, Department of Communication and Information (DISKOMINFO) of the Special Region of Yogyakarta also works with PT Gamatechno Indonesia for the preparation of the Jogja Smart Province program masterplan. With the Jogja Istimewa application, it is expected that it can be one of the right strategies to make the Special Region of Yogyakarta a smart province.

The existence of information and communication technology changes the view of distance and time (Rachmawati, 2012). This change of view shows that there is an influence between information technology and communication with the lives of people who can walk with sustainability. Information and communication technology is one aspect that must be considered in managing an area by the local government. With the existence of technology that can integrate all information into an intelligent technology such as the Jogja Istimewa application, it can make the public easier to obtain information.

With the existence of innovations through information and communication technology, it shows that technological progress has provided great benefits for the lives

of people in various fields. One of them is the application of the Jogja Istimewa. With this application, it can facilitate the public in obtaining information. It does not only make them easier to obtain data, but also with the Jogja Istimewa application, the government can collaborate with other levels of government, the private sector, and the community in developing this application for its sustainability.

Technology Acceptance Model (TAM) is one of the theories used to provide empirical evidence regarding the use of technology. This model has also been used in various studies both within Indonesia and outside Indonesia. Technology Acceptance Model was first introduced by Davis (Davis, 1989) in his dissertation, and the model has two constructs which include perceived usefulness and perceived ease of use. In this study, the researcher used this model to present additional discourse as a reference in the field of information technology.

With the existence of information technology through the application of Jogja Istimewa, this has an impact on developments in the Special Region of Yogyakarta. It makes the background of this research focus on the Jogja Istimewa application in advancing Jogja Smart Province, and in providing the community with a means to obtain easy information.

## **B. Research Question**

1. How does Jogja Istimewa application affect the acceptance user in using the Jogja Istimewa application?

2. What are the benefits of the Jogja Istimewa application to support Jogja Smart Province?

### **C. Goals of Research**

The objectives of this study include:

1. To find out the progress of e-government in the effectiveness of the Jogja Istimewa application in supporting Jogja Smart Province.
2. To find out the acceptance of the Jogja Istimewa application as a means of accessing information about the Yogyakarta Special Region for users.
3. To find out what benefits have been provided by the Jogja Istimewa application.

### **D. Benefit of Research**

By doing this research, it is expected to provide benefits both theoretically and practically. The benefits are expected as follows:

#### **1. Theoretical benefits**

- 1) It can be an academic reference material for community development that focuses on e-government through the Jogja Istimewa application.
- 2) It can be a reference for various elements of society in developing Jogja Istimewa application.

#### **2. Practical benefits**



- 1) This research is expected to provide advice and criticism to the local government in helping the efforts of local governments in developing and running e-government through the Jogja Istimewa application.
- 2) This research can be a knowledge for the community about an application that has been provided by the Special Region of Yogyakarta government as a means to obtain information about the Special Region of Yogyakarta.

#### **E. Literature Review**

There are several literature reviews found in this study. It becomes the review of the related study used in this research. The previous research used in this literature is the review of the utilization of e-government in serving the citizen. Several journals discuss specific products of e-government such as applications on smartphone devices, and some journals discuss specifically how the application-base information portal could help the citizen in obtaining direct information about the Special Region of Yogyakarta that is needed and updated.

Many cities, provinces, districts, and sub-districts use e-government as an innovation to improve public services; this has led to many studies appearing to discuss the innovation. The first previous studies was written by Nurul Wahida Safitri entitled *E-government di Pusat Pelayanan Informasi dan Pengaduan Kabupaten Pinrang* (Safitri, 2016). This study discussed the implementation of e-government in the Information and Complaint Service Center (PINDU), Pinrang

Regency where the focus of this research focused on the officers or employees involved in the PINDU Central office. By presented PINDU, the Pinrang District Government provided PINDU as a means or place for the community to easily reach and obtained the information needed, and participated to improve the quality of public services by implementing an online-based system and supported by technological devices.

*Analisis Kualitas dan Efektivitas E-government Sebagai Media Pelayanan Publik di Pemerintah Daerah Istimewa Yogyakarta Tahun 2015* is a research title written by Wisnu Hardono (Hardono, 2016), discussed the quality and effectiveness of e-government services in the Special Region of Yogyakarta in 2015 through the government website media. The regional-based website system with the website [www.Jogjaprovo.go.id](http://www.Jogjaprovo.go.id) continues to innovate in order to continue to provide good and growing and sustainable services, this makes the website considered effective enough to meet the needs of the community in public services.

The research was written by Andri Wahyudi entitled *Prospek Pelayanan Publik Berbasis E-government di Tulungagung* (Wahyudi, 2016), the researcher was explained that the field of communication and information has an important role in building and developing people's lives in the regions. Therefore, the role of communication and information is needed which is able to facilitate the flow of information and communication between the Central Government and Regional Governments, between regions, the private sector, and other sectors, in order to create more participatory regional development synergies.

The study entitled *Penerapan Kebijakan E-Government Dalam Peningkatan Mutu Pelayanan Publik di Kantor Kecamatan Sambutan Kota Samarinda* was written by Diah Rachma Aprianty (Aprianty, 2016), the researcher explained that the Sambutan sub-district of Samarinda City implemented e-government policies in its government. In addition, this study analyzed the constraints faced by the Sambutan District of Samarinda City based on the indicators of e-government development which include support, capacity, and value. By implementing an e-government policy to improve the quality of public services in the Sambutan Sub-district office, Samarinda City found an increase in its services, but there are still some shortcomings such as limited resources, lack of socialization of policies to the community, and incompatible communication between leaders and employees.

*Aplikasi Pelaporan Pelayanan Publik Berbasis Android* is a research title written by Muhammad Fathul Mubarak (Mubarak, 2017), an Android-based public service reporting application is used to help and make it easier for the public to report violations of law and public service dissatisfaction to the Ombudsman carried out by government employees such as the Agency State-Owned Enterprises (BUMN), Regional-Owned Enterprises (BUMD), and private entities.

The other research was written by Endah Mustika Ramdani entitled *Analisis Efektifitas Pelaksanaan E-government di Tingkat Kelurahan* (Ramdani, 2018). This study analyzed the practices in implementing e-government through the application of *e-kelurahan* in Bandung City, some urban villages in Bandung have implemented

*e-kelurahan* well, but there are still a number of sub-districts that have not been optimal in using *e-kelurahan*.

The study entitled *Aplikasi Smart Province “Jogja Istimewa” : Penyediaan Informasi Terintegrasi dan Pemanfaatannya* was written by Rini Rachmawati, Elvandio Ramadhan and Amandita 'Ainur Rohmah (Rachmawati, Ramadhan & Rohmah, 2018). Jogja Istimewa application is a digital media information made by the Government of the Special Region of Yogyakarta that is mobile application for the community to obtain direct and updated information about Yogyakarta. The information provided by the Jogja Istimewa application is not only description information, but also there is a visual that is integrated with space and location that is realized by the existence of maps and augmented reality to show the location of information.

The study entitled *Strategi Layanan Informasi Publik di Dinas Komunikasi dan Informatika Kabupaten Pasuruan* was written by Dyah Bayu Ratna (Ratna, 2018). The researcher explained that the strategy of public information services at the Communication and Information Agency of Pasuruan Regency. Pasuruan's Diskominfo in carrying out information services by implementing the Public Information Disclosure Act (KIP) is still said to have not run optimally, there is still a need for improvements in the government bureaucracy and also the improvement of information technology applications.

The other research written by Haura Atthahara, was about *Inovasi Pelayanan Publik Berbasis E-government: Studi Kasus Aplikasi Ogan Lopian*

*Dinas Komunikasi dan Informatika di Kabupaten Purwakarta* (Atthahara, 2018).

This study discussed about the Ogan Lopian application made by the Purwakarta Regional Government Diskominfo to provide convenience in serving the public in the fields of health, security, public complaints reports, and job searches. This application still requires maturation and stabilization in terms of managing human resources that can support the success of e-government. In addition, the Ogan Lopian application can provide an example of an e-government innovation in the form of an application to provide public services to governments in other regions.

The other research studied by Rachmawati Setyaningsih, was entitled *Analisis Faktor-Faktor yang Mempengaruhi Pemanfaatan Go-Food (Studi Kasus pada Mahasiswa UII)* (Setyaningsih, 2018). This study discussed and tested the factors that influence the use of Go-Food in students of the Indonesian Islamic University (UII). This topic is in the background of the popularity of the public using message delivery services through online motorcycle taxi applications that can be uploaded on smartphones. This study used Technology Acceptance Model (TAM) and Theory of Planned Behavior (TPB) in knowing what variables and indicators influence the use of Go-Food services. By determining five independent variables that influence the utilization of Go-Food services, which include the attitude of use, subjective norms, control of perceived behavior, usability and ease of use.

In the literature review above, those studies explain about the implementation of public services through e-government based on information and communication technology as a media of information and an interactive means of

communication between the government and other government institutions, the private sector and the public. Through innovations, the government provides with technology users in communicating with the community and creating facilities that can improve the quality of government services, provide opportunities for the community to participate in the public service process, and support the success of smart city.

## **F. Theoretical Framework**

### **1. E-government**

E-government is a new development to improve public services based on users of information and communication technology, so public services become more efficient, transparent and accountable. The World Bank Group defines e-government as related to the use of information technology (such as Wide Area Network, internet, and mobile computing) through government organizations that have the ability to form relationships with citizens, businesses and other organizations in government. Meanwhile according to Muhannad cited in Sutaryo (Sutaryo, 2017) defined that e-government means the use of information and communication technology tools to provide services to the public.

Budi Rianto et al, concluded that e-government is a form of application for the implementation of tasks and governance using information and communication technology. E-government applications provide opportunities to improve and optimize relations between government agencies. There is a

correlation between the government, and the private sector, and the community. The mechanism of the relationship is through the use of information technology which is a collaboration or merging between computers and communication network systems (Rianto & Lestari, 2012).

In the Journal of State Administration, it is explained that e-government is the use and utilization of information and communication technology in order to achieve several objectives and needs which are:

- 1) Improving efficiency and cost-effectiveness of the government.
- 2) Providing services to the community better.
- 3) Providing access to information to the public more broadly.
- 4) Making government administration more responsible and transparent to the community.

## **2. Classification of the growth of e-government**

Indrajit (Indrajit & Eko, 2006) in his book Electronic Government stated that the types of relations in E-government can be divided into four types as follows:

- 1) Government to Citizen (G to C)

G to C types is the most common among the four types of E-government classifications. G to C means implementing various information technology portfolios with the main objective to improve interaction relations with the community. In other words, the main goal is to improve the relationship of interaction with the citizen. The main purpose of the development of the G-to-C type e-government application

is to bring the government closer to its people through diverse access channels, so the citizen can easily reach its government to fulfill various daily service needs.

## 2) Government to Government (G to G)

This era of globalization shows clearly the need in countries to communicate more intensely from day to day. The need to interact between a government and the government does not only revolve around matters of diplomacy every day, but also even further to facilitate cooperation between countries, cooperation and state entities (society, industry, companies) matters related to trade administration, political processes, mechanisms for social relation and culture and so on.

## 3) Government to Business (G to B)

One of the main tasks of government is to form a conducive business environment, so the wheels of a country's economy can run properly. In conducting day-to-day activities, business entities, like private companies need a lot of data and information owned by the government. In addition, the person concerned must also interact with various state institutions because it is related to the rights and obligations of the organization as a profit-oriented entity. The need for good relations between the government and business circles does not only aim to facilitate business practices in running the wheels of the company, but also furthermore, there are many things that can benefit the government



if there is a good and effective interaction relationship with private industry also.

4) Government to Employees (G to E)

In the end, the E-government application is also intended to improve the performance and welfare of civil servants or government employees who work in an institution as public servants.

### **3. Benefits of e-government**

According to Indrajit (Indrajit, 2002) in implementing the e-government concept, the benefits obtained include as follow:

- 1) Improving the quality of government services to the public, business and industry. Especially in terms of performance effectiveness and efficiency in various fields of state life.
- 2) Increasing transparency, control and accountability in government administration in the context of applying the concept of good governance.
- 3) Significantly reducing the total administrative costs, relations, and interactions issued by the government and stakeholders for the needs of daily activities.
- 4) Provide opportunities for the government to obtain new sources of income through its interaction with stakeholders.
- 5) Creating a new community environment that can precisely answer various problems faced in line with various global changes and trends.

- 6) Empowering the community and other parties as government partners in the process of making various public policies equally and democratically.

According to Tjahjanto the most important benefit of implementing e-government is the realization of a more accountable government for its citizens. In addition, more people will be able to access information, governance will also be more efficient and effective, and government services will be more appropriate to the needs of the community (Salam, 2004). By utilizing better resources, processes and information technology, it is hoped that it can also improve the use of better governance.

#### **4. Development of e-government**

The development of e-government is a government effort in carrying out its governance by using electronic technology, this is to improve the quality of public services effectively and efficiently. With the development of e-government, the management system is structured and also in the work process by optimally utilizing information technology. Based on the nature of information transactions and public services provided by the government through information networks, there are four levels that can be implemented, including:

##### ***1) Preparation***

- a. Making a website as a medium of information and communication at each institution.
- b. Socialization of websites for both internal and public.

**2) *Maturation***

- a. Making an interactive public information website.
- b. Making interfaces for connectivity with other institutions.

**3) *Stabilization***

- a. Making a website that is a public service transaction.
- b. Making application and data interparability with other institutions.

**4) *Utilization***

- a. Making applications for Government to Government services, Government to Business, and Government to Consumers.

**5. Management Information System (MIS)**

Management Information System (MIS) is a part of the internal control of a business that includes the use of human, documents and technology and procedures, and procedures by management accounting to solve problems. According to Davis (Davis F. , 2014) management information systems are a combination of human and resource-based sources that produce a collection of storage, recovery, communication and data usage for the purpose of efficient management operations and for business planning.

According to Kelly (Rainer & G, 2014), management information systems are a combination of human resources and computer-based sources that produce

a collection of storage, recovery, communication and data usage for efficient management operations and business planning.

Then, it can be seen that management information systems are a set of components using human resources and technology to manage and present information, which is useful for planning to operate and supervise the management processes that exist within the organization.

## **6. Types of public services in e-government**

According to Indrajit (Indrajit & Eko, 2006), there are several types of e-government services which include:

### ***1) Publication***

This type of service is a type of service with 1-way communication. This type of communication is one way where the government publishes various data and information, so it can be directly and freely accessed by users.

### ***2) Interaction***

This type of service is a type of service with 2-way communication between the government and other parties. There are 2 ways that can be used to do this type of interaction service in the form of a portal where is related sites provide searching facilities for those who want to search for specific data or information. In addition to the form of a portal, the government provides a place where the community can hold discussions with those who are interested both directly and indirectly.

### 3) *Transaction*

This type of service also occurs with two-way communication between the government and other parties, this type is the same as the type of interaction what distinguishes the type of interaction with the type of transaction is that the type of transaction can make transactions related to the transfer of money from one party.

According to Edward III cited in (winarno, 2008), there are three indicators that can be used to measure the success of communication variables which include:

#### 1) *Transmission*

Good communication distribution will produce a good implementation too.

#### 2) *Explication*

Good communication by policy implementers must be clear and not confusing.

#### 3) *Consistent*

The orders given in the implementation of communication must be consistent and clear because if the order was given often changes, it can cause confusion for the implementer in the field.

## 7. Application

The application is a ready-made program that can be used to execute the appropriate commands from the wishes of the application user, it has a goal to get accurate results in accordance with the purpose of making the application. The meaning of its own application is problem solving that uses one of the application data processing techniques that usually races on a desired or expected computation as well as an expected data process.

How to manage infrastructure, provide solutions and develop public portals that have been created are the basic things that must be known in understanding e-government in the public portal. Adequate infrastructure and resources are needed in the use of e-government applications, with the creation of public portals in order to overcome problems in governance. Many benefits are obtained from the existence of public portals held by the government for the community, such as making people easier to access services by getting information directly from the government.

According to Kenteris and Gavalas (Kenteris & Gavalas, 2011) there are 4 supporting dimensions that guide applications must have which include:

- 1) Information model.
- 2) Application of location or mapping technology.
- 3) Network infrastructure.
- 4) The input and output on the model.

And the guide application must also have 4 main functions which include:

- 1) Detailed information to users.
- 2) Give space to participate in updating information.
- 3) Location and situation information.
- 4) Information on events or activities in the area.

## **8. Jogja Istimewa application**

Jogja Istimewa application is a smartphone-based application that is used by the entire community to facilitate information delivery. This application summarizes 97% of the Special Region of Yogyakarta. The Jogja Istimewa application becoming an integrated information provider technology is one manifestation of the implementation of smart province in the Special Region of Yogyakarta. This application has features that are presented through information which includes:

- 1) Jogja Budaya
- 2) Jogja Wisata
- 3) Jogja Layanan Publik
- 4) Jogja Belajar
- 5) Jogja Kuliner
- 6) Jogja Info
- 7) Jogja Transportasi
- 8) Jogja Event
- 9) Jogja Galeri
- 10) Jogja 360

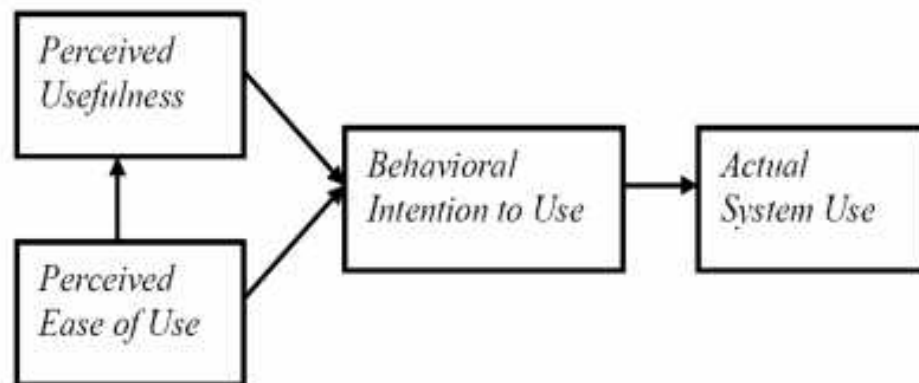
11) Jogja Doeloe AR

12) Jogja Streaming

## 9. Technology Acceptance Model (TAM)

The theory proposed by Davis (Davis, 1986) is a theory that explains the user's behavior towards technology which then proposes the Technology Acceptance Model. This model places attitudinal factors and each user behavior with two variables, usefulness variables and ease of use variables. This model also explains that when users use information systems, there are factors that influence the decisions of users in how often they use the technology.

**Figure 1.1**



### The Modification of Technology Acceptance Model by Venkatesh and Davis

In this research, the theory of Technology Acceptance Model (TAM) is considered to be the right to examine the use of Jogja Special applications in supporting Jogja Smart Province and as a strategy for using e-government.



### **1) *Perceived usefulness***

Perceived usefulness is the extent to which a person believe by using a technology will improve his work performance (Hartono, 2008). Users will use a technology that will provide benefits. Whereas if a technology is deemed not to provide benefits, users will not use that technology.

The indicators of perceived usefulness include:

- a. Work more quickly.
- b. Improve job performance.
- c. Increase productivity.
- d. Effectiveness
- e. Make the job easier
- f. Useful

### **2) *Perceived ease of use***

The definition of perceived ease of use is the extent to which a person believe by using technology which will make them free from effort. When some users feel that the information system is easy to use, they will use that technology. Moreover if they do not believe in the ease of use, they will not use the technology.

The indicators of perceived ease of use include:

- a. Easy to learn
- b. Controllable
- c. Clear and understandable

- d. Flexible
- e. Easy to become skillful
- f. Easy to use

## **G. Conceptual Definition**

The conceptual definition is a limit to the problems of variables that are used as guidelines in research and explain the characteristics of a problem to be studied. Based on the theoretical framework described above, a number of conceptual definitions can be determined which can be explained from each of the variables related to the research as follows:

### **1. Information System**

According to Jogiyanto, information systems are intermediary media between physical and non-physical instruments related to the role of information technology to humans in helping the process of means of business communication that are good and play a role in producing more productive performance in an organization.

### **2. Public Information Services**

In everyday life, the community uses all forms of public services that have been provided by the government, including public information services. This public information service is consumed by the community because its usefulness provides benefits in accordance with the system; in

this study it is to obtain or access information desired by Jogja Istimewa application users.

### **3. Jogja Istimewa Application**

In this study, the factors that influence the utilization of the Jogja Istimewa application are how the implementation of e-government and its effect on applications a means of public service media; both the government, the private sector, and the community can provide benefits and are useful as public service media or not.

With easy access, it can increase convenience expectations for users of a Jogja Istimewa application. In addition, an application that is often used in accordance with its performance shows that the application has been known by many people, such as easy in terms of operation or in using it by users of these technology.

### **H. Operational definition**

This study uses two operational definitions taken from the theoretical and conceptual definitions. The variables in this operational definition are variables that are influenced by indicators where in this study, the variables are public information service strategies through the Jogja Istimewa application using the Technology Acceptance Model (TAM) in supporting Jogja Smart Province in Bantul Regency. The operational definition of the research variable is an explanation of the variables used in the study of the indicators that have formed the research variable.

The application of Jogja Istimewa one of the public information service strategies in utilizing e-government and supporting Jogja Smart Province. The research was conducted with perceived usefulness and perceived ease of use which then from perceived ease of use is predicted to affect perceived usefulness. Then from perceived ease of use and perceived usefulness affect attitudes towards the use of information systems and also affect the intensity of use. Then, this affects the use of actual system use. The operational definition of this research can be seen in the following table.

**Table 1.1**

**The e-government utilization through Jogja Istimewa application**

<b>Variable</b>	<b>Indicators</b>
The utilization of e-government through Jogja Istimewa Application	<ol style="list-style-type: none"> <li data-bbox="906 1157 1500 1266">1. Public service information resource: Jogja Istimewa application.</li> <li data-bbox="906 1297 1500 1629">2. Public information service content: content or context that contains information about Yogyakarta Special Region that can be accessed through the Jogja Istimewa application.</li> <li data-bbox="906 1661 1500 1770">3. Agencies that actively participate in the preparation and implementation of Jogja</li> </ol>

	<p>Smart Province and Jogja Istimewa application.</p> <p>4. Access response displays various nearby locations of users by utilizing GPS on the user's smartphone device.</p>
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If Jogja Istimewa application users are easy to access this application, it will create a usefulness. The perceived usefulness is a statement of the user's opinion regarding the usefulness of the Jogja Istimewa application. The benefits generated from the use of the Jogja Istimewa application are useful to both government and private agencies and the public as users of the Jogja Istimewa application.

**Table 1.2**

**The factors that influence perceived usefulness in Jogja Istimewa application**

<b>Variable</b>	<b>Indicators</b>
Perceived usefulness	<ol style="list-style-type: none"> <li>1. Work more quickly</li> <li>2. Improve job performance</li> <li>3. Increase productivity</li> <li>4. Effectiveness</li> </ol>

	<p>5. Make the job easier</p> <p>6. Useful</p>
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Because of using Technology Acceptance Model, indicators are the indicators that come from user perspectives which on perceived usefulness including.

1. The use of the Jogja Istimewa application can improve completing tasks faster.
2. The use of Jogja Istimewa application can improve work efficiency.
3. The use of the Jogja Istimewa application can increase work productivity.
4. The use of Jogja Istimewa application can improve work effectiveness.
5. The use of the Jogja Istimewa application can provide the information needed.
6. Overall, the use of the JI application is useful for finding information.

The perceived ease of use is a statement of opinion from the user for the ease or difficulty obtained from using the Jogja Istimewa application.

**Table 1.3**

**The factors that influence perceived ease of use in Jogja Istimewa application**

Variable	Indicators
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Perceived ease of use	<ol style="list-style-type: none"> <li>1. Easy to learn</li> <li>2. Controllable</li> <li>3. Clear and understandable</li> <li>4. Flexible</li> <li>5. Easy to become skillful</li> <li>6. Easy to use</li> </ol>
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Because of using Technology Acceptance Model, indicators are the indicators that come from user perspectives which on perceived ease of use including.

1. Easy to access Jogja Istimewa application.
2. Easy to use the Jogja Istimewa application in accordance with the wishes of the user.
3. The features in the Jogja Istimewa application are clear and easy to understand.
4. In using the Jogja Istimewa application, it is considered flexible.
5. In using the Jogja Istimewa application didn't find any difficulties.
6. The features provided by the Jogja Istimewa application are easy to use.

## **I. Hypotheses**

Based on the theory described above, the researcher proposes the following hypotheses which include:

1. H1: the use of the Jogja Istimewa application has benefits, so it influences acceptance in using Jogja Istimewa application.
2. H2: by using Jogja Istimewa application, it makes easy for users to find information they need, so it affects the acceptance of using Jogja Istimewa application.
3. H3: Jogja Istimewa application help users to find information they need, so it affects the acceptance of using Jogja Istimewa application.

## **J. Research Method**

This study uses mixed method which this study uses a combination of qualitative research and quantitative research. By using this method is to describe the use of e-government as a public information service strategy in supporting Jogja Smart Province through the Jogja Istimewa application. The mixed research method is used because this study produces two types of data, including qualitative data and quantitative data.

This research was begun with quantitative research was used to find out the benefits of implementing Jogja Istimewa applications by the application user community. While the qualitative research, which examined stakeholders related toutilization e-government through Jogja Istimewa application.

### **1. Research location**

The location of this research is the office of Communication and Information (Diskominfo) of Bantul regency. The address of the office of Communication



and Information Bantul Regency is at Jl. Robert Wolter Monginsidi, Bantul, Kurahan, Bantul, Kec. Bantul, Bantul, Daerah Istimewa Yogyakarta 55711.

## **2. Type and source of data**

This study used primary data and secondary data.

### **1) *Primary data***

Primary data from this study is the main data source to be used. This data comes from questionnaires from Jogja Istimewa application users and interviews directly from speakers at Diskominfo in Bantul Regency. In this study, the primary data obtained from data sources is from informants who were directly involved as the implementers of the program.

### **2) *Secondary data***

Secondary data is needed to support primary data related to the problem to be studied. The secondary data can be in the form of data from archives, documents, newspapers, internet, legislation, books, and previous personal research that are relevant and interrelated with the problems to be examined, and also from the Jogja Istimewa application itself. This secondary data is needed to support primary data related to the problem of conducting research.

## **3. Data collection technique**

### **1) *Interview***

The interview is a very important data collection tool in qualitative communication research that involves humans as subjects (actors) related to

the reality or symptoms chosen to be studied (Pawito, 2007). Whereas according to Sugiyono (Sugiyono, 2007), the interview is a meeting of two people who exchange information and ideas through question and answer, so the meaning can be constructed in topics that are in accordance with this research. In this study, interview was used to obtain data about the management of Jogja Istimewa applications in supporting Jogja Smart Province and the effectiveness of the use of Jogja Istimewa applications. Informants are from the department of Communication and Informatics of Bantul Regency.

- a. Head or staff of Information Management and Public Communication Channels Sector at the Department of Communication and Informatics of Bantul Regency.
- b. Bantul resident users and tourist users.

## **2) *Documentation***

The technique of collecting data through documentation is collecting data using records or documents contained in the location of the study, documentation is a matter done by research to collect data from various things printed media discusses the resource people to be investigated, and also sources that are relevant to the objects in this study.

## **3) *Questionnaire***

This study used data by distributing questionnaires that were answered by respondents who have been addressed. The respondents intended in this

study were Jogja Istimewa application users. In this study, a questionnaire was used to retrieve data from the community using Jogja Istimewa application regarding the effectiveness of the application implementation using Technology Acceptance Model.

The measurement scale of this research variable use a Likert scale, Likert scale according to Sugiyono (Sugiyono, 2010) is used to measure attitudes, opinions and perceptions of a person or group of people about social phenomena. The way to measure this scale is to give questions to the respondents who are then answered and to answer the questions by giving a scale of choice from numbers one to five. The respondent must describe, and support the statement, to use the selected answer. With a Likert scale, the variables to be measured are translated into variable indicators. Then, the indicator is used as a benchmark for compiling instrument items that can be in the form of questions or statements.

**Table 1.4**

**Rating Scale for Positive and Negative Statements**

<b>N</b>	<b>Information</b>	<b>Positive Score</b>	<b>Negative Score</b>
1	Strongly Agree	5	1
2	Agree	4	2

3	Neutral	3	3
4	Disagree	2	4
5	Strongly Disagree	1	5

#### **4. Population and sample**

##### ***1) Population***

According to Sugiyono (Sugiyono, 2011), population is a region of generalization consisting of objects or subjects that have certain qualities and characteristics set by the researcher to be studied and then concluded. The population in this study is the community in Bantul Regency that has ever been or the user of Jogja Istimewa application. The data that obtained from Google Play Store on August 2019 are downloaded by 50.127.

##### ***2) Sample***

Sample measurement is a step to determine the amount of sample taken in carrying out an object's research. According to Sugiyono (Sugiyono, 2016), it is defined sample as part of the number and characteristics of the population. To determine the sample size, it can be done by statistics or based on research estimates. This sampling must be carried out in such a way that a sample can actually function or can describe the actual condition of the population, with other terms being representative.

Based on the number of the population, this study refer to the Slovin formula because the population is clear, and the value of accuracy can be measured by this formula. The sample in this study is taken with an accuracy rate of 90% and using sampling error rate is 10%.

$$n = N / N (d^2) + 1$$

Notes:

n: sample size

N: populations

d: sampling error

Calculations are based on the above formula with the existing population, sampling error (d) used is 10% with consideration of population which tends to be homogeneous and aspects of the limitations of the researcher. Based on these considerations, the number of samples from the population in this study is mentioned as follows:

$$n = N / N (d^2) + 1$$

$$n = 50.127 / 50.127 (0.1^2) + 1$$

$$n = 50.127 / 502,27 = 99,80 \Rightarrow \mathbf{100}$$

By using the Slovin formula and by including the existing population, the sample number is 99,80 people and rounded up to 100 people. Moreover determine the sample used for this study is probability sampling with a type of accidental sampling, this type a technique of determining samples based on coincidence where the respondents are incidentally meet with research can be used as a sample, if viewed by the person who happened to be found, it is suitable as a data source.

## **5. Data analysis technique**

The data processing techniques above contain the steps that was used to process the data, and then after processing the data the researcher analyzed and gained the conclusion. The data analysis technique used in this study is in the form of:

### ***1) Literature review***

The literature study was conducted to find out about the use of information systems based on the use of e-government, to learn about Jogja Istimewa applications, and to find out information about the application, as well as any research and results of research that has been done both about the use of Jogja Istimewa applications and those related to the topic of this research. Literature studies are also conducted to

ascertain whether the research being worked on is different or has never been done before.

## 2) *Grouping and data reduction*

Grouping and data reduction is useful to limit discussion, so writing is more systematic. In this stage, the researcher choose the data that has been obtained according to their research needs. At this stage, the researcher also groups and selects data according to the type of data. In addition, it helps researcher to explained the data that has been obtained.

The researcher conduct grouping or classification of data obtained from the field as well as from literature reviews to fit the research needs. The grouping data allows for reduction of certain data that is not needed. After grouping and reducing data, both qualitative data in interview results and quantitative data in the questionnaire result are analyzed in the following ways, as follows:

### a. *Qualitative data analysis*

The result of the interview was analyzed to measure how the use of e-government in government system in Bantul Regency. The result of this interview was analyzed by checking the result of interview with the indicators in the utilizing of e-government.

### b. *Quantitative data analysis*

In this study, questionnaire data were analyzed using Statistical Product and Service Solutions (SPSS) analysis with a tool in the form

of a SPSS for windows versi 21.0. In this quantitative data analysis is to find out opinions from the users' perspective about the Jogja Istimewa application, and the users' knowledge of the Jogja Istimewa application along with the users' tendency to use this application. This questionnaire contains several statements that refer to indicators related to the perceived usefulness and perceived ease of use.

The analysis using SPSS in this study includes several stages, as follows:

- a) Validity test
- b) Reliability test
- c) Classic assumptions test
  - Normality test.
  - Heteroscedasticity test.
  - Multicollinearity test.
- d) Multiple linear regression
  - Partial test (T test).
  - F test.
  - The coefficient of determination R test (R test).