

Analysis of Lampung Province Website Standardization

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Abstract—The Lampung Provincial Government has an e-government website information system with the site address <https://lampungprov.go.id/> which plays an important role in managing information to the public, especially to the people of Lampung. On October 31, 2022, the website of the Lampung Provincial Government was visited by 556 thousand visitors, which was measured using an analytical tool, namely Semursh Rank. The Lampung Province website got a score of 77.8, and the website has met the standards that refer to the Law of the Republic of Indonesia. This study uses a quantitative descriptive method to measure the information contained on the Lampung Provincial Government website by measuring the rating scale table and its correlation level.

Keywords—government, lampung, website, analysis, content

I. INTRODUCTION

The rapid development of information technology can be seen from index data released by the ITU (International Telecommunication Union), in 2017 world internet users were 46% and in 2021 world internet users were 63%, there was an acceleration of 17% of the world's population in using internet information and communication technology within 5 years[1]. In 2017 the user indicator was 32% and in 2021 the user indicator reached 62%. Within 5 years, users of information and communication technology in Indonesia increased by 30%[2]. Advances in information technology and technology have had a great influence on humans in various fields, from medicine, education, military, education to government. In the field of government, the benefits obtained by users, both individual users, groups, organizations, companies and agencies are by implementing services in the form of an e-government system[3].

The development of e-government is a government effort in order to improve the quality of public services effectively and efficiently. The goal is that government relations involving the government, the private sector and the community are created in such a way that they are more productive and responsive[4]. The application of electronic government as an implementation of the use of information and communication technology must be addressed as an opportunity and a challenge, many autonomous regional

governments have taken the initiative to develop public services in the form of websites[5].

Lampung Province is one of the provinces in Indonesia and has implemented an e-government service system in the form of a website, with the address <https://lampungprov.go.id/>. The Lampung Provincial Government is very aware of the elements of its role as a government agency that is obliged to provide, provide, and publish information to the public, especially to the people of Lampung.

Lampung Province is one of the autonomous regions of Indonesia, that every action of the government as the holder of power must be based on applicable laws and regulations because Indonesia is a constitutional state, so the development of e-government also follows the applicable regulations[6]. Based on Presidential Instruction No. 3 of 2003, To maximize its function in realizing good e-government governance, it is necessary to continuously evaluate the management of websites related to technology-based governance. But has Lampung Province already implemented e-government standards? So the author will examine the e-government government site which refers to the Regulation of the Minister of Communications and Information Technology no. 28 of 2006[7].

II. RESEARCH METHOD

The research uses a descriptive method with a quantitative approach which can be concluded that the research was carried out by searching for information related to existing events to achieve the goals achieved, as well as collecting various sources to be used as research data[8]. Data collection is of the nature of observational analysis will be carried out to meet the needs in this study. The stages of observation in data collection are as shown in Figure 1.

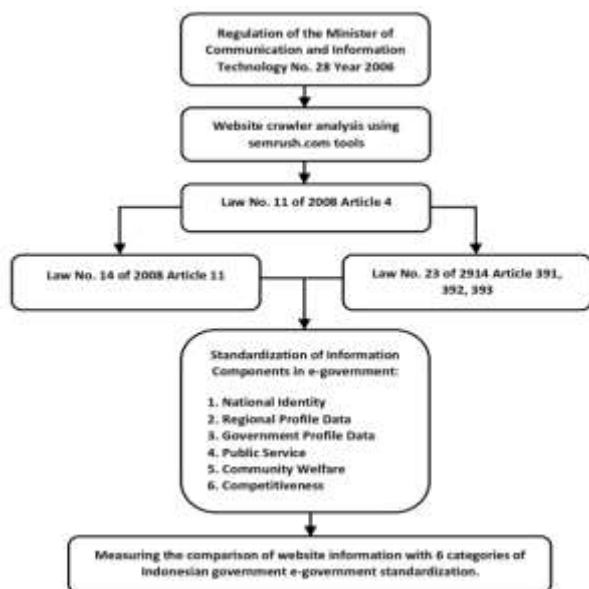


FIGURE 1. Stage of Research

Before making observations in collecting data on the Lampung government website, it is necessary to test to determine general standards for government websites by testing the site with the Minister of Communication and Information Technology Regulation No. 28 of 2006 concerning the use of the .go.id domain name for the official website of the Indonesian government[7].

The second stage is analyzing information gathering data related to backlinks and visitors owned by the site that will be crawled. At this stage, it is used to analyze the Lampung government site using the tools found on the semrush.com. Site Semrush.com is one of the trusted analytics websites that helps users in researching a site. By using Semrush.com, users will be directed to input the URL of a site to be analyzed which will then display data from the analyzed site[9]. In the data received from the analysis, the researcher uses data pages and backlinks.

Backlinks are one of the important factors in a web search. Backlinks are considered as a way of verifying the authority and relevance of the sites we have, thus backlinks become a 'sign of trust' from a site[10]. And with the number of pages which means that there has been a lot of information published by the site.

The third stage, is the analysis stage that already exists in the legislation in implementing the guidelines for an e-government, written in Law No. 11 of 2008 concerning Electronic Information and Transactions[11], Law No. 14 of 2008 concerning Openness of Public Information[12], and Law No. 23 of 2014 concerning Regional Government[13]. The three laws are guidelines in the development of an e-government and refer to the Lampung Government's e-government web research.

The three laws above can be used as a guide in the development of websites for government agencies for the creation of effective and reliable governance. The elements that can be used as material for analysis of the three laws relating to the Lampung Government e-government website are:

1. National Identity

Based on Law No. 24 of 2009 concerning the flag, language, and state symbols and the national anthem is a national identity which is a manifestation of the existence of the nation and the Unitary State of the Republic of Indonesia (NKRI)[14].

2. Regional Profile Data

It is an indicator of the progress of a region with success in managing regional data. In the Minister of Home Affairs Regulation No. 12 of 2007 concerning Guidelines for Compilation and Utilization of Village and Village Profile Data[15]. The regulation describes regional profiles based on basic family data, regional potentials and regional development levels. The elements that will be used in analyzing the Lampung government site refer to the above regulations, namely:

- Family Basics
- Regional Potential
- Regional Development Level
- Government Profile Data

3. Data related to government profiles that are government organizations in certain regions. In Law No. 14 of 2008 article 11 concerning Public Information Disclosure[12], government agencies are required to provide public information in the form of:

- List of all public information that is under his control
- The results of the decisions of public bodies and their considerations or legal products
- All existing policies and their supporting documents
- The project work plan includes the estimated annual expenditure of the public agency
- Agreements of public bodies with third parties
- Information and policies submitted by public officials in meetings that are open to the public
- Work procedures for public agency employees related to public services
- Reports on public information access services

4. Public Service

Based on Law No. 25 of 2009 concerning Public Service, it is an activity or series of activities in the context of fulfilling the needs of servants for every citizen. The elements that are used as analysis in Law No. 25 of 2009 article 23[16], include:

- Organizer Profile
- Implementation Profile
- Service standard
- Service Notice
- Guide Management
- Performance assessment

5. Community Welfare

It is the responsibility of the central and local governments. In Law 11 of 2009 concerning Social Welfare, namely, providing the widest possible access to the public to obtain information related to social administration[17].

6. Regional Competitiveness

It is an indicator of the central and regional governments in accelerating the realization of community welfare.

The last stage, to find out the information content presented by the Lampung government website, it is necessary to do a comparative analysis by providing a score rating scale and the level of correlation.

To find out the data comparison between the information content of the Lampung government website and the indicators of regional autonomy regulation in website standardization[18], a data assessment table is needed as shown in table 1. If the Lampung Province website data matches the indicators then it is given a value of 2, otherwise a value of 0.

TABLE 1. RATING SCALE

Data Available	Score 2
Data is Not Available	Score 0

And to find out the level of value from the Lampung Province website, it is necessary to calculate the correlation results of the comparison [18], as shown in Table 2.

TABLE 2. CORRELATION LEVEL

Score (%)	Correlation Level
0-25	Incomplete
26-50	Less complete
51-75	Quite complete
76-100	Complete

The formula for calculating the score is as follows:

$$\text{Score} = \frac{\text{Number of Result}}{\text{Total Score}} \times 100\%$$

III. RESULT AND DISCUSSION

It has been explained previously that the website of the Lampung government has used the <https://lampungprov.go.id/> domain. The use of the domain has met the criteria written in Law no. 28 of 2006 concerning the Use of (.go.id) Domain Names for the official website of the Government and Regions, State of Indonesia.

In the Figure 2 is a portal display and the Figure 3 is the main page display on the Lampung government e-government website.



FIGURE 2. PORTAL DISPLAY



FIGURE 3. MAIN PAGE DISPLAY

The Lampung Provincial Government website is one of the most visited websites. it can be seen from the results of the analysis carried out using a website crawler tool to obtain information in the form of backlinks and visitors found on the Lampung Provincial Government website. A website crawler is a program that searches the World Wide Web in a methodical and automatic way in identifying and retrieving information scattered on the internet[19]. The crawler implementation uses tools from the Semrush Rank site with the site address <https://www.semrush.com/>. Then the results are in the form of backlinks of 1.4 million in Figure 4. and monthly visitors reach 556 thousand visitors who visit the website in Figure 5.



FIGURE 4. DISPLAY OF BACKLINKS RESULTS.



FIGURE 5. DISPLAY OF VISITORS RESULTS.

From the results of these pages and backlinks, it can be concluded that the <https://lampungprov.go.id/> website has

published a lot of information and has made a trusted website for the information submitted.

TABLE 3. ASSESSMENT SCORE.

No.	Information Category	Information Content	Status	
			Available	Not Available
1.	National Identity	Flag	√	
		Language	√	
		National Symbol		√
2.	Base Data Family	HR Potential	√	
		Health Development	√	
		Strengthening Family Economic & Social Assets	√	
		Family Member Participation		√
		Family Welfare Issues		√
		Security & Order Development		√
	Regional Potential.	Natural Resources.	√	
		Human Resources.	√	
		Institutional.	√	
		Infrastructure And Facilities.	√	
	Level Development Area	Community Economy	√	
		Community Education	√	
		Public Health	√	
		Security & Order		√
		Political Sovereignty		√
		Community Participation		√
		Community Institutions		√
3.	Profile Data Government	OPD (Local Government Organization)	√	
		Product Of Law	√	
		Legal Product Documents	√	
		Work Plan	√	
		Cooperation	√	
		Information And Policies (Press Release)	√	
		Service Procedure	√	
		Activity And Financial Reports	√	
4.	Public Service	Organizer Profile	√	
		Implementation Profile	√	
		Service Standard	√	
		Service Notice	√	
		Guide Management	√	
		Job Appraisal	√	
5.	Well-Being Public	News Or Activities Related To Social Welfare	√	

6.	Competit Veness Area	Public Service	√	
value			28	8
TOTAL = 36 x 2 = 72				

From the Table 3, it can be seen that the content elements that are fulfilled according to the applicable law get a value of 32, while those that are not available get a value of 4. And it is known that the Total Score is 72.

Score = $\frac{56}{72} \times 100\% = 77,9$

IV. CONCLUSION

From the results of the comparison of values, it can be concluded that the e-government website content of the Lampung government website with the domain <https://lampungprov.go.id/> gets a score of 77.9 with a complete correlation level. The Lampung government website has complied with the standards of the Minister of Communication and Informatics Regulations as well as regulations in the laws of the Republic of Indonesia.

There are 8 values that have not been fulfilled, 1 value is in the form of a state symbol and 7 of them are important data that will become information. The hope is that there will always be evaluation and updates in the governance of the Lampung government's e-government website so that it meets standardization as a government publication system and becomes a trusted service for the people of Lampung.

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