
EFFECTIVENESS OF E-GOVERNMENT FOR COMMUNITY ADMINISTRATION SERVICE MEDIA

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Abstract: *Advances in technology and information in the current era are increasingly rapid and affect many aspects of daily life. With various positive impacts, one of which is the use of this technology in terms of administration and public services. Thus, the e-Government program was born, where the community can access independently to take care of all matters relating to population and government administration. One area that uses the convenience of this service is the community of Tunjung Tirto sub-district, Singosari district, Malang district. This study aims to analyze the effectiveness of the implementation of e-Government as a medium for public administration services in Tunjung Tirto village, Singosari district, Malang district. The method used in this study was interviews, with government officials from the sub-district office and the community in Tunjung Tirto sub-district, Singosari district, Malang district as resource persons, as well as literature studies using relevant journals and books. The results of this study indicate that the implementation of the e-Government program in Tunjung Tirto sub-district, Singosari district, Malang district has not been effective. The obstacles that affect are related to internal factors, namely from users and external which are obstacles outside the user. Furthermore, it is expected that e-Government can be used optimally considering the benefits provided will be felt by the government and the community itself, and become the first step and example for other regions to utilize e-Government optimally.*

INTRODUCTION

Information and communication technology has been increasingly advanced and very much we encounter the use of communication and information technology in everyday life, including the use of technology in the government system. Where in the government system, the use of communication and information technology is carried out with the application of an electronic government system or better known as E-Government. According to (Risnandar, 2014) e-government is a form of a new paradigm in the implementation of electronic government which aims to create openness about public information. Utilization of communication and information technology is not only carried out by the Central Government, but also by the Regional Government, including the Malang Regency Government. To improve services to the community, Tunjung Tirto Village, Singosari District, Malang Regency created new innovations as an effort to improve the quality of public services by utilizing existing technology.

E-Government is a form of the use of information technology by the Government to improve public services that are oriented to the community. According to Mary Maureen Brown (Deddy Mulyadi, 2016) the concept of E-Government is the use of technological advances, especially web-based internet applications to increase government access to citizens, business partners, workers, and other government entities. Communication and Information in the form of Ranking of e-Government in Indonesia (PeGI) in 2012, there are only 6 local governments out of a total of 497 districts/cities (based on data from the Directorate General of Autonomy at the Ministry of Home Affairs 2012) which are considered successful in implementing e-Government, while at the provincial level, the implementation of e-Government Government still gets a low score (Ministry of Home Affairs, 2009). If Indonesia is compared to other countries in terms of e-Government adoption based on the 2012 Waseda e-Government international survey, it turns out that Indonesia is far behind and is ranked 33 out of 55 e-Government adopting countries. Even in 2013, Indonesia dropped to rank 40 out of 55 countries surveyed.

In line with this, the results of the 2012 United Nations e-Government ranking show that Indonesia is ranked 7th out of a total of 11 ASEAN countries, far below Malaysia and Vietnam. Departing from the conditions stated, it can be said that the implementation of e-Government in Indonesia is not yet optimal and indicates only the fulfillment of the policy without being accompanied by quality. However, it is undeniable that there are several regions that have the initiative and have succeeded in implementing e-Government. Thus, it can be concluded that electronic government (eGov) is the use of the internet network to access various government administration needs that aim to improve services to the community. With the use of e-government is expected to provide efficiency, effectiveness, accountability, and transparency of public services.

The government uses Information and Communication Technology (ICT) in the government process to improve efficiency, effectiveness, transparency and accountability in governance. Modern information and communication technology (ICT) such as the

internet, mobile communication, wireless devices and a combination of other technologies are used to implement eGovernment solutions. There are two main characteristics or criteria that must be contained in an e-Government system, namely availability and accessibility (Sami, 2012). First, e-Government services and transactions must be available 24 hours a day, 7 days a week (non-stop). Users are free to choose whenever they want to be in touch with the government to carry out various transactions or interaction mechanisms.

This allows the public and businesses with flexibility to access services outside of government working hours. Second, eGovernment is highly dependent on the accessibility of the services available on the website. If the service cannot be accessed, it can be said that e-Government is not successful or will fail. Based on Presidential Instruction No. 3 of 2003 that the e-Government initiative Many central and local government agencies have undertaken to develop public services through communication and information networks. However, from observations made by the Ministry of Communication and Information, most government institutions are only in the early stages of eGovernment development, namely the creation of information sites. In other words, the development of e-Government in Indonesia can be said to be still far from what was expected. This is shown again by the low level of accessibility of government websites where based on research from the Ministry of Communication and Information (2004) that of 224 government websites in 2004 there were 10% of websites that could not be opened For now, Malang Regency has implemented an e-government program in every sub-district in Malang Regency, including Tunjung Tirto Village, Singosari District, Malang Regency, Singosari District, Malang Regency. This is expected to be able to help the community to make it easier to take care of their administrative needs.

The aspects supporting the success of e-government were stated by Ni Nyoman Dewi Pancarani, S. S., M. Si in the journal (Oktavya, 2015) which include the readiness of human resources (HR), participation, budget availability and consistency, security, and infrastructure. So, if this e-Government can be implemented as optimally as possible by paying attention to these supporting aspects, it is not impossible that public administration services, especially the people of Tunjung Tirto Village, Singosari District, Malang Regency can be carried out very effectively and efficiently with satisfactory results. There are several previous studies that examine the implementation of e-Government, including research by Furuhold & Wahid which states that there are 6 critical success factors (CSF) of e-Government implementation, especially in Sragen, namely strong leadership, involvement of all parties, preparation of human resources, gradual implementation. , partnership building and routine evaluation (Furuholt, 2008). In line with this, similar research conducted on 5 regions obtained at least 4 dominant factors that support success, namely the political will of regional heads, e-Government development master plans, change management and community participation (Junaidi, 2011). Research related to success factors in Terong, Bantul Regency, Yogyakarta Province confirms that strong leadership and good will play an important role in the successful implementation of eGovernment (Dewi, 2011). In addition, research conducted

by Faizah & Sensuse on the success factors of e-Government implementation in 4 districts/cities (Jembrana district, Sragen district, Yogyakarta city and Surabaya city) shows that there are three key success factors of e-Government namely policy, institutional and leadership (Faizah et al., 2009). In this study, the authors will use the results of the previous author's research which has succeeded in identifying 54 success factors (CSF) related to the implementation of e-Government (Napitupulu, 2014).

Thus, this research will focus on the level of effectiveness of e-Government implementation and the obstacles faced in the Tunjung Tirto village, Singosari district, Malang district. (Depkominfo, 2004). In addition, Hendriawan's (2008) research reported that of 402 websites at the local government level, 65 sites were inaccessible, or 16% of the total existing sites (Hendriawan, 2008). The Tunjung Tirto sub-district office, Singosari sub-district, Malang district is one of the sub-districts implementing the e-Government program in Malang Regency. E-Government is a form of e-Government development in the Indonesian government system, which aims to make it easier for the community to take care of their letters and administrative needs in the Kelurahan work area. E-Government is part of the development of Information, Communication, and Technology (ICT)-based services in the management of population data administration which is used to facilitate the public in the process of issuing letters.

The e-Government program itself was implemented 2 years ago in Tunjung Tirto Village, Singosari District, Malang Regency, precisely in September 2019 (Early Covid-19). The Malang Regency Government itself strongly supports the e-Government program in improving public services in the Kelurahan, the socialization has been carried out since its implementation in 2019. Socialization has been carried out in various circles of society, ranging from community leaders, youth, and other communities in the Tunjung Tirto sub-district, Singosari sub-district, Malang district. In its application, e-Government is expected to have a positive impact on society and the Government. It is hoped that the e-Government program can help the efficiency and effectiveness of the government bureaucracy that does not require a lot of energy and money.

METHOD

This research is a qualitative descriptive study using data collection methods in the form of interviews and literature studies. This research is descriptive research because in this study we want to obtain a concrete and detailed description of the success of the areas that are considered successful in implementing e-Government (Neuman 2007). So that the Tunjung Tirto sub-district, Singosari district, Malang district was chosen as a case study because it is one of the areas that implements the e-Government system. The interviews were conducted with government employees at the Tunjung Tirto sub-district, Singosari sub-district, Malang district as resource persons. Respondents were selected based on the duties of employees who only use e-Government so that valid data results are obtained. In addition, other resource persons were the people of the Tunjung Tirto sub-district, Singosari district, Malang district, at random, both those who

had used e-Government or not, both those who knew or did not know about the e-Government program. Then the literature study used in this research is derived from various journals, books and government websites related to the problems in this research.

FINDINGS AND DISCUSSION

Implementation of E-Government in Tanjung Tirto Sub-District, Singosari District, Malang Regency

Tanjung Tirto Village, Singosari Subdistrict, Malang Regency is one of the areas that has used the e-Government program as a medium for local community administration services. Implementation is one of the forms and decisive stages in the policy process, as Chief J.O Udoji (1981) in Solichin Abdul Wahab (2012:126) said that "policy implementation is an important matter, perhaps even more important than policy making. Policies will be in the form of dreams or good plans that are neatly stored in archives if they are not implemented". Van Meter and Van Horn (1975) in Winarno (2012:149) "implementation are actions taken by government and private individuals (groups) directed at achieving the goals that have been set in policy decisions. previously".

The success of implementation can be seen from the process and output (results). Merrile Grindle (1980) in Leo Agustino (2012:139) says that "the measurement of the success of implementation can be seen from the process, by questioning whether the program implementation is in accordance with what has been determined, namely looking at the action programs of individual projects and secondly whether the program objectives have been achieved. ". Four factors that influence policy implementation according to Edwards III (in Leo Agustino 2012:149) are: "communication, resources, disposition and bureaucratic structure." The success of communication can be seen from three indicators, namely: transmission, clarity and consistency. Resources as a second factor in policy implementation can be in the form of human resources and financial resources. Resource indicators consist of: staff, information, authority and facilities. The third factor is disposition. Some things that need to be considered in the Disposition are: the appointment of bureaucrats and incentives. Lastly is the bureaucratic structure factor, which is measured by: a) Standard Operating Procedures (SOPs) and fragmentation.

The Effectiveness of E-Government Implementation as a Media for Public Administration Services, Tunjung Tirto Village, Singosari District, Malang Regency. Effectiveness is a comparison between the target and the results that have been achieved. It is said to be effective if the results obtained are closer to the set targets. The closer to the target, the more effective it can be. For this reason, it is necessary to measure effectiveness in accordance with the goals and objectives to be achieved. In this study, the measurement of the effectiveness of the e-Government program was used using the effectiveness measurement indicators proposed by Sutrisno in (Ramadhan, 2018), namely understanding the program, being on target, on time, achieving goals, and real change. Furthermore, it is reviewed by analyzing each point of the measurement

indicators in accordance with the results of research obtained from the Tunjung Tirto village, Singosari district, Malang district with the following analysis:

1. Understanding the Program

That is the extent to which the community and other stakeholders understand the e-Government program. According to Sutrisno in (Ramadhan, 2018) understanding the program is related to the extent to which interest groups or stakeholders know and understand the program being implemented. Based on interviews that the authors conducted with relevant stakeholders and the community, it can be concluded that the understanding of the e-Government program at the Tunjung Tirto sub-district office, Singosari District, Malang Regency has been effective, although it has not been used optimally by the community. Then from the Government side, it can be concluded that the implementation of the e-Government program can be understood by office employees. When viewed from the community aspect, it can be seen that 7 out of 10 people say they know and understand the e-Government program, but have not used the e-Government program for various reasons stated. Although they do not take advantage of the e-Government program, in terms of understanding the program, the people of Tunjung Tirto sub-district, Singosari district, Malang district already understand about the e-Government program. Thus, it can be said that the aspect of understanding the program has been effective from both parties, both the government and the community.

2. Target

That is about what and who the targets will be in the implementation of the e-Government program. Right on target can be interpreted as a match between the program's goals and the goals that have been determined. The program that has been implemented must be aimed at concrete targets, so that the program implementation process can run effectively. In this case, the intended target in implementing the e-Government program is to improve services to the community, thus the target of implementing the e-Government program is the community. Because basically the effectiveness of a program is strongly influenced by aspects of the community as users and beneficiaries of the program being implemented. Based on the results of interviews conducted by researchers, it can be concluded that from the aspect of targeting accuracy, the e-Government program has not been effective. This is due to the problem of socialization regarding the use of e-Government programs by the government to the people of Tunjung Tirto Village, Singosari District, Malang Regency. In this regard, the socialization carried out has not been fully addressed to the people of Tunjung Tirto sub-district, Singosari district, Malang district in particular. Thus, this causes the people of Tunjung Tirto sub-district, Singosari district, Malang district not to fully utilize the e-Government program optimally. So it can be said that the socialization carried out by the Government has not been fully targeted, because basically the introduction and socialization of the e-Government program should place more emphasis on the people of Tunjung Tirto village, Singosari district, Malang district. So that people can better

understand and understand more about the e-Government program, but so far the socialization that has been carried out has not been fully focused on the community in general. However, it is only carried out when there are certain events interspersed with the introduction and socialization of the e-Government program.

3. On time

The extent to which the e-Government program can affect the time in the implementation of services. Punctuality is the period of time required in implementing the program. In this case, see that the extent to which the e-Government program can affect the time in the implementation of services at the Tunjung Tirto Village Office, Singosari District, Malang Regency. So, in implementing the e-Government program, it is hoped that it can provide convenience for the Government in providing services to the people of Tunjung Tirto Village, Singosari District, Malang Regency and can make it easier for the community to take care of their needs, both the need to take care of letters and other administrative needs. Based on the results of interviews conducted by researchers with the Government and the community of Tunjung Tirto Village, Singosari District, Malang Regency, it can be understood that the implementation of the e-Government program has been able to provide convenience and shorten the time for the Government in providing services to the local community. But on the other hand, from the aspect of the community itself, namely the people of Tunjung Tirto Village, Singosari District, Malang Regency, it cannot be said to be effective, because the time required to process letters through the e-Government program depends on whether or not it is easy to access the e-Government program. If the e-Government program is easy to access, then the management of the letter will also be easy. However, if the time required to open and access e-Government is long, then mail processing will also take a long time. This is certainly one of the reasons why people do not want to take advantage of the e-Government program. So it can be concluded that accessibility to the use of the e-Government program itself is also a fairly influential factor.

4. Goal Achieved

That is to see if the e-Government program has achieved the goals that have been set. The implementation of the e-Government program is not only carried out to provide services to the community, but also to see whether the e-Government program has helped the community and other stakeholders in facilitating the services provided and received. The achievement of goals is measured by the achievement of the goals that have been implemented. In implementing the e-Government program, the objectives to be achieved are to make it easier for the Government to provide services to the community, make it easier for the community to manage letters and other administrative needs, and shorten the time and cost of managing letters by the community. With the predetermined goals, the effectiveness of the e-Government program can be measured by how far the specified

goals have been achieved so far. Based on the results of interviews conducted by researchers, it can be understood that the achievement of the objectives of implementing the e-Government program has not been fully effective. This can be seen from the number of people in the Tunjung Tirto sub-district, Singosari district, Malang district, who handle letters manually, which is higher than using the e-Government program. It can be said that because it is said to be effective if the number of people who use the e-Government program is more than the people who use the manual method. Here it can be seen that achieving the goals of the e-Government program which is expected to make it easier for the community to manage letters and other administrative needs is deemed ineffective. So that the aim of saving time and costs cannot be said to be effective in implementing the e-Government program in Tunjung Tirto village, Singosari district, Malang district.

5. Real Change

Namely, there is a change that occurred after the implementation of the village program, related to the impact and influence of the e-Government program in public services. Real change sees that the extent to which program implementation can have a real effect or impact as well as change for the community. In this case, the real change is seeing the extent to which the e-Government program has an impact or real change in providing services to the community. Did the community feel any changes or the impact they felt after the implementation of the e-Government program. Based on the results of interviews conducted by researchers, it can be seen that there is no impact from the implementation of the e-Government program which is felt to be significant by the people of Tunjung Tirto village, Singosari district, Malang district and the local government. The time required to process letters is also not effective. The application of the e-Government program has also not provided significant changes to services to the community of Tunjung Tirto sub-district, Singosari district, Malang district. The community also still chooses to come directly to the kelurahan office to process letters, rather than using access to the e-Government program. Thus, it can be said that the implementation of the e-Government program does not have a significant impact on community services in the Tunjung Tito village, Singosari district, Malang district.

Barriers to the Effectiveness of E-Government Implementation as a Media for Public Administration Services, Tunjung Tirto Village, Singosari District, Malang Regency.

There is a striking change as the term e-Government is applied among the government in Indonesia. One of them is the increasing number of local government sites (pemda) and departmental/institutional sites that have sprung up on the internet, starting at the provincial, district and city levels. According to data from the Ministry of Communication and Information, to date the number of local government sites has reached 472 sites. Unfortunately, there are still local government websites that are made with a simple front-page display and news content. Starting from the news content in it that has expired, or if it has been updated/updated the content is less exciting. The design

and layout of the local government site's homepage sometimes also seems monotonous. Finally, as is often explained that there are local government sites that are only "decoration", there are local government sites whose status is active, but there are no signs of "life", there is no interaction from visitors, so it is less than optimal. Even though when it was made, of course the expectations were in line with the ideal e-government concept, but a number of facts show things like the ones mentioned above. Currently, many government institutions claim to have applied e-Government when in reality these government institutions are only in the web presence stage, there is still no visible implementation of e-government that is actually carried out in depth. Therefore, many state that the implementation of e-gov is not optimal because in real terms some services carried out by the government still use manual methods such as the process of making ID cards, birth certificates, family cards, and others. A citizen must face to face to visit the officer concerned at the government office, or even have to look for a "broker". This is very ineffective and efficient because it costs more than the actual cost and it is also felt to be very inconvenient because you have to go to the government office.

The implementation of the e-Government program aims to provide convenience for the Government and the community in providing services. This is also the basis for the Malang government to implement the e-Government program in the Malang area, including the Tunjung Tirto village, Singosari district, Malang district. However, in its implementation, of course there are still obstacles or obstacles to the effectiveness of the e-Government program, both from the government and from the community itself. Barriers are all obstacles or obstacles faced by an organization or company in achieving the goals to be achieved. Hansen and Mowen in (Haksama, 2016) classify the types of obstacles or constraints based on their origin into two, namely: internal barriers and external barriers.

So, based on the results of interviews conducted by researchers, there are obstacles in implementing the e-Government program in Tunjung Tirto Village, Singosari District, Malang Regency, namely:

1. Internal barriers

Internal barriers, are perceived barriers from within the organization, where the organization in question is the Government as the party implementing the e-Government program. From an internal perspective, the obstacles faced are the lack of understanding and optimization of human resources (HR) regarding the application and accessibility of the e-Government program in Tunjung Tirto Village, Singosari District, Malang Regency, so that access from the e-Government program is mostly carried out by the Tunjung Village office operator. Tirto, Singosari District, Malang Regency is in charge, so that interested people are represented by the office operator.

2. External barriers

External barriers, namely obstacles faced from outside the organization, which means obstacles that come from outside the government. The obstacles faced in

implementing the e-Government program are the lack of community satisfaction with the e-Government program and the lack of socialization aimed at the community of Tunjung Tirto village, Singosari district, Malang district in particular. So this causes people not to want to take advantage of the e-Government program in Tunjung Tirto Village, Singosari District, Malang Regency.

Furthermore, to overcome the obstacles faced, of course, must be balanced with the efforts made to overcome the existing obstacles. In the implementation of the e-Government program, of course, there are efforts made by the Tunjung Tirto village apparatus, Singosari district, Malang district to overcome the obstacles faced. From the interviews conducted by the researchers, the steps taken by Tunjung Tirto Village, Singosari District, Malang Regency in overcoming the obstacles faced, namely the Village will carry out further socialization of the e-Government program to the people of Tunjung Tirto, Singosari District, Malang Regency in particular. This is done to increase public understanding of the e-Government program itself. So that later the implementation of the e-Government program can run smoothly and effectively.

CONCLUSION

Tunjung Tirto Village, Singosari Sub-district, Malang Regency as one of the government agencies that have implemented the e-Government Program as a form of public service innovation has been good but not yet effective, marked by the fact that several indicators of the effectiveness of a program have not been realized. The e-Government program has helped in several conditions in terms of handling letters by government agencies in Tunjung Tirto sub-district, Singosari district, Malang district, but the community of Tunjung Tirto village, Singosari district, Malang district has not felt the maximum benefit as a community user of the e-Government program.

The obstacle faced by Tunjung Tirto Village, Singosari sub-district, Malang district in implementing the e-Government program is the lack of satisfaction with public service innovations in terms of managing documents provided through the e-Government program, secondly, external elements such as networks and weather hinder performance. e-Government programs. Thus causing the e-Government user community to switch again to manual mail processing, this is marked by the decline in the number of e-Government users in the Tunjung Tirto village, Singosari district, Malang district from year to year since the program was issued. To overcome the obstacles that occur, the Tunjung Tirto sub-district government, Singosari district, Malang district seeks to carry out intense socialization and provide special time to reintroduce the purpose of holding the e-Government program through optimizing socialization..

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