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Abstract

This article aims to discover changes in the governance of public services in Melung Village, Banyumas Regency, as well as the implementation of E-Governance. In the Society 5.0 period, it was a human-centered and technology-based concept created from the development of the industrial revolution 4.0. Public services are making significant developments from post-Covid-19, where everything goes hand in hand with technology and big data. Implementation in Melung Village initially included a free internet network (wifi) and support from Kominfo. It implements village government services with an online model that uses a system based on the SDGs framework by converting paper-based to electronic. The official website of the Melung Village government already contains various types of village profile materials and several local government and central government sites, including Banyumas Regency Government, Banyumas Regency Communications and Information Office, Central Java Provincial Government, Ministry of Villages, PDT & Transmigration of the Republic of Indonesia, Ministry of Agriculture, Ministry of Home Affairs, Ministry of Telecommunications and Information, National Portal of the Republic of Indonesia, Wonderful Indonesia. Therefore, e-Governance-based village government in Melung Village, Banyumas Regency. This is expected to strengthen government institutions, significantly increase the village's scope, and meet development goals as set out in the SDGs. This study uses a literature review that analyzes village governance cases; the results indicate that Melung Village has been running well in village governance with evidence of changing paper based on electronics.

Keywords: Government, E-Governance, Public Service, Service Quality, Melung Village

1. Introduction

The geographical location of Melung Village, Kedungbanteng District, Banyumas Regency, which is far enough, made these conditions decide to open an internet access portal, a site that is far enough from urban areas not to be an obstacle in internet access, the application of E-Governance to one of the village internet products, namely new media on the <https://www.melung.desa.id/>. Next is social media Facebook: <https://web.facebook.com/pasarmelung.id>, Twitter: <https://twitter.com/desamelung>, Instagram: <https://www.instagram.com/desamelung>. Where at the beginning when Budi Satrio served as Village Head (2002-2012) he felt that at the beginning he had difficulty accessing the Internet. He thought about bringing the Internet to the village.

In 2007, he realized his determination to bring the Internet into Melung Village, where the initial capital used the village treasury of 1.5 million. The initial access used Telkom Flexi and could only be accessed at the village office. As it developed, it eventually spread throughout the Melung Village area. Melung Village often cooperates with other parties in various fields. Melung Village cooperates with government agencies, campuses, the private sector, and Non-Government Organizations (NGOs). Pemdes Melung provides an opportunity for all communities to participate in pouring their ideas and ideas into writing and visuals, which will later be included on the village website. Riskawati and Mulkan (2017) state that internet technology allows everyone to convey information or access information, or to make everyone, a group of people, or the community of a village, for example, make information about their village. Information about the village is also alternative to the rush of information from the extensive media based in Jakarta.

By observing these developments, the concept of e-government is a great potential that can be utilized to meet the needs of society. The discussion regarding transforming traditional government to electronic-based government is critical to produce effective and efficient governance. This research seeks to answer questions regarding the stages of the strategy and the application of the collaborative e-government model carried out by the government of Melung Village, Banyumas Regency, Central Java Province. Melung Village was chosen because the government of Melung Village has included information technology in their government services and is a pioneer village in Central Java that is "literate" on the Internet. The author argues that the government of Melung Village has taken advantage of global development for local or regional progress based on the SDGs framework by, among other things, abandoning paper-based administration and replacing it with electronic government. Utilization of this global progress aims to increase the quality and accountability of public services and active participation in providing effective and efficient information to the public.

Village administrative services via the Internet are a way for the village government to convey information to all village officials, the community, village organizations, and communities quickly and easily. In addition, the community can also provide input to the village government through village information services for better development. The application of information services is handy for the village government in collecting complete data and documenting all documents properly; this impacts the village government's performance to serve the community quickly and easily. Several factors determine the success of e-Government in information and technology-based village administration services, namely Human Resources (HR), Facilities and Infrastructure; Institutional; Budget; IT Services; and Village/Kelurahan Administrative Service Standards.

According to Rogers (1995) in Green (2013), mastery of technology is integral to rural development. Communication and mastery of technology are urgent components of rural areas' modernization. Citing McLuhan's (1962) thoughts, Pamungkas (2015) states that electronic dependence has recreated the world and imagination of a "global village." McLuhan wants to convey that technological developments have affected the whole society where they live in the imagination of a standard room, likened to a global village. By opening the village website, Melung Village becomes part of a global village because it can be accessed anywhere and anytime.

According to Harun & Ardianto (2011), the digital era requires a convergent communication system involving interpersonal communication, mass media, and hybrid media (Internet). The goal is that many parties from various generations can be involved and participate in accelerating development goals because the development process must recognize the involvement of various elements of society. Quoting Schraam's opinion, there are main tasks of social development communication within the framework of national development, namely, firstly conveying to the public information about development so that they focus attention on the need for change, opportunities, and ways to make changes, means of change, and arousing national aspirations, second, providing opportunities for communities to take an active part in the decision-making process, expanding the dialogue to involve all parties who will make decisions regarding the change, providing opportunities for community leaders to lead and listen to the opinions of ordinary people, and creating a smooth flow of information from the top down and thirdly educating the workforce needed for development, from adults to children, from literacy to technical skills that change people's lives.

According to Aldadera (2018), the village has a vital role in encouraging its people to continue to innovate, both in terms of the economy, community empowerment, and the environment, to the technology used to facilitate the lives of village communities. Village websites can be used, among others, for public service media and village information management. Because it is online, the community can easily access information such as village

news, transparency of village funds, etc. One of the functions of the village website is as a public service medium. Among the public services that can be carried out using the media website are (1) Administrative Services: data and document processing, (2) Management of Community Complaints: online forms on village websites, SMS gateways, and community media, (3) Information Management, and (4) Community outreach. The village website was built to be an official village public service medium, built and managed by the local village team. Public service delivery can be done quickly and easily by utilizing the website. As information management, the village website is broadly used as a public information medium that can be accessed online. The village government can use the website as an information medium which includes village profiles, village news, village galleries, and village statistics.

2. Method

This study uses the method of literature review and literature study, which is a technique of collecting data by identifying, evaluating, and synthesizing research works by researchers and practitioners as well as collecting and analyzing documents, both written documents, images, and electronics. In this study, the papers collected, collected, and analyzed.

3. Research Results and Discussion

Melung Village, Kedungbanteng District, Banyumas Regency, with geographical conditions 15 kilometers above Purwokerto City, according to the Head of Melung Village, Budi Satrio, the Internet started to enter Melung Village in 2012. know and know the village. With a sober signal, the Melung Village Government (Pemdes) is trying to get internet access. In 2012, when other villages were not yet familiar with the Internet, Melung Village already had a village website. With limited writing skills, village officials contributed to writing. The contents are about village potential and village development activities.

The Internet opened access to information and made citizens start learning about the Internet. The impact was very good because the district, provincial, and central governments knew that Melung Village, although remote, could be accessed in all areas of the village. Melung Village became famous and was invited to cooperate with various parties, from the government, private sector, and universities. The goal is that with the Internet, villages will improve better and more efficient services to the community.

Open government initiatives and the implementation of e-government in Melung Village cannot be separated from the inclusion of the Internet in Melung Village. The idea of building the Internet in Melung Village was initiated by the Head of Melung Village, Budi Satrio (2008). To realize this idea, Budi Satrio immediately contacted the Ministry of Communication and Informatics (Kominfo). Kominfo provided several computers and wifi network transmitters to start the program.

The Melung Village Government is working with communities in Purwokerto to conduct training on using the Internet for village officials, such as the Development Village Movement community. The village officials who had been trained then became contributors to the Melung Village site. 58 At the same time, Budi Satrio, together with other village officials, used self-help funds to finance the internet network, build and maintain the Melung Village website.

In this study, the government apparatus of Melung Village has an awareness of the principles of good open government. This can be seen from the analysis of the perceptions of village officials and the articles posted on the Melung Village website based on the characteristics of open government. First, in terms of dissemination of laws and government data, the Melung Village government has presented data on the Village Revenue and Expenditure Budget (APBDes) periodically from year to year, the Village Medium Term Development Plan (RPJMDes), which contains village development policy directions for five

years, and other laws, for example, Village Regulation No. 4 concerning the Organizational Structure and Work Procedure (SOTK) of the Melung Village Government.

The level of community participation, the Melung Village government has carried out its role in realizing open government by providing access to information on the village budget and laws regarding village work procedures. However, the Melung Village website is still accessed by certain groups of people, such as young smartphone users and only community leaders. However, the results of the interview showed that the people of Melung Village agreed with the Melung Village government service mechanism, which was carried out online.

By synchronizing the characteristics of open government and the facts on the ground, researchers found that the government of Melung Village has a high awareness of the need for an accountable and effective government, as stated in point 16 of the SDGs. This will open up at least two important opportunities. First, the government of Melung Village has the potential to improve the quality of regulations and services to become a more transparent, accountable, and responsive institution to the community. Second, the government of Melung Village opens up the possibility for villagers to be involved in making important decisions on the basis of better information so that these decisions will be in accordance with their needs.

Based on the character set by the UN, the development of e-government in Melung Village has reached the enhanced presence stage with a bit of a connected presence character. Thus, the emerging presence stage has been successfully passed, in which the official Melung Village website contains various types of material: (1) Village Profile; (2) Institutions; (3) Main Commodities; (4) Village Regulations; and (5) Statistics. In addition, this official site meets the criteria in the form of providing links to local government and central government sites. Local government and central government sites that have been linked to village sites include (1) the National Portal of the Republic of Indonesia; (2) Wonderful Indonesia; (3) the Ministry of Home Affairs of the Republic of Indonesia; (4) Ministry of Villages, PDT & Transmigration of the Republic of Indonesia; (5) Ministry of Communication and Informatics of the Republic of Indonesia; (6) Ministry of Agriculture of the Republic of Indonesia; (7) Central Java Provincial Government; (8) Banyumas Regency Government; and (9) the Office of the Ministry of Communication and Information of the Regency. Banyumas. In addition, this site also attaches links to several websites of non-governmental organizations, namely: (1) The Indonesian Village Website Service; (2) Developing Village Movement; (3) Indonesian Internet Domain Name Managers; (4) Gedhe Foundation; and (5) Indonesian ICT Volunteers

The Melung Village site has also fulfilled all the enhanced presence characters. News on this site is updated quite frequently. The display on the homepage shows the most recent uploads in July 2017 (posted in August 2017). The search button or "search" is available and functioning normally. Apart from that, this site fulfills the character of the availability of more detailed documents, including the village income and expenditure budget document (updated in 2017) and village mid-term planning. However, the Village Regulations (Perdes) displayed on the new website are limited to regulations regarding ruwatan and earth alms, as well as Perdes on Organizational Structure and Government Work Procedures (SOTK). Regarding the latest information displayed in Melung Village, according to the former Head of Melung Village Budi Satrio, Melung is trying to do better than the district administration.

4. Conclusion

Based on the research that has been done, it is concluded that the integrated village information system application has been completed using the prototype development method. The government of Melung Village is aware of the principles of good open government. The Village Government has the awareness to provide accountable government services to the community. This is demonstrated by the exposure of the village budget and village-related laws on the Melung Village website. Awareness of good open government has paved the way for effective, accountable, and transparent E-Governance in accordance with the SDGs. In terms

of E-Government, researchers place Melung Village in the enhanced presence stage. At this stage, the site displays regular news, has a search field, and documents that are quite detailed, such as the village budget and medium-term strategic planning for village development.

In the future, initiatives for villages to develop themselves must be supported by stakeholders, especially the government, with the support of universities, the private sector, NGOs, information technology practitioners, and so on. Moreover, with the existence of the Village Law, the potential for internet-based village development in the future can be even better. So that villages no longer experience gaps in development and access to information.

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