EFFECTIVENESS OF E-GOVERNMENT-BASED OFFICE APPLICATION INNOVATION SYSTEM (SIAP) WEBSITE UTILIZATION AT PT JASA RAHARJA PURWOKERTO

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Abstract

Along with the current modern era, many companies have adopted a digitization system for the company's operational activities. PT Jasa Raharja can improve operational efficiency and the quality of services provided to the community through the application of technology. Based on the explanation stated above, the author is interested in knowing the effectiveness of digitizing the E-government-based administration system implemented by PT Jasa Raharja Purwokerto Representative Office. The results of observations, directly studying the SIAP Mobile website and interviews with users, namely employees of PT Jasa Raharja Purwokerto Representative Office, can be concluded that the adoption of an E-Government- based digitization system carried out by PT Jasa Raharja Purwokerto Representative Office has contributed significantly to the efficiency and productivity of employee performance. The utilization of the E-Government-based SIAP Mobile website at PT Jasa Raharja Purwokerto Representative Office has had a direct impact on the timeliness required for the mail management process so that responsibilities can be completed quickly, precisely and effectively. This shows that the application of the SIAP Mobile website based on E-Government has had a positive impact and influence and has brought real changes in carrying out mail management and accessing information. Therefore, from the aspect of real change, it can be said to be effective.
Keywords: Digitization, SIAP Mobile, E-Government

Abstrak

Seiring era modern saat ini, banyak perusahaan yang mengadopsi sistem digitalisasi untuk aktivitas operasional perusahaan. PT Jasa Raharja dapat meningkatkan efisiensi operasional dan kualitas layanan yang diberikan kepada masyarakat melalui penerapan teknologi. Berdasarkan penjelasan yang dikemukakan di atas, Penulis tertarik untuk mengetahui keefektifan digitalisasi sistem administrasi berbasis *E-government* yang diterapkan oleh PT Jasa Raharja Kantor Perwakilan Purwokerto. Hasil dari mempelajari secara langsung *website* SIAP *Mobile* dan wawancara kepada pengguna yaitu pegawai PT Jasa Raharja Kantor Perwakilan Purwokerto, dapat disimpulkan bahwa adopsi sistem digitalisasi berbasis *E- Government* yang dilakukan oleh PT Jasa Raharja Kantor Perwakilan Purwokerto telah memberikan kontribusi secara signifikan terhadap efisiensi dan produktivitas kinerja pegawai. Pemanfaatan *website* SIAP *Mobile* berbasis *E-Government* di PT Jasa Raharja Kantor Perwakilan Purwokerto telah memberikan dampak secara langsung atas ketepatan waktu yang dibutuhkan untuk proses pengelolaan surat sehingga membuat tanggung jawab dapat diselesaikan secara cepat, tepat dan efektif. Hal ini menunjukkan bahwa penerapan *website* SIAP *Mobile* berbasis *E- Government* telah memberikan dampak dan pengaruh yang positif dan membawa perubahan nyata dalam melaksanakan pengelolaan surat maupun pengaksesan informasi. Maka dari itu dari aspek perubahan nyata telah dapat dikatakan efektif.
Kata Kunci: Digitalisasi, SIAP *Mobile, E-Government*

A. INTRODUCTION

Along with the current modern era, many companies have adopted a digitization system for the company's operational activities. The Indonesian government has developed and provided digital services to assist the administration of government so as to improve services that are fast, easy transparent and convenient for the community. E-Government or Electronic Based Government System (SPBE) is a step taken by the Government of Indonesia in utilizing technology.

E-government implementation is the use of information technology by the government to improve relations between the community and business institutions with the aim of improving the quality of effective and efficient services (Muliawaty & Hendryawan, 2020). According to (Jasa Raharja, 2024), PT Jasa Raharja is a State-Owned Enterprise (BUMN) company with a Social Insurance business field that provides basic protection to the community. PT Jasa Raharja implemented digitalization in 2020 during the COVID-19 pandemic. Despite the physical constraints, PT Jasa Raharja continues to innovate in its business processes to ensure operations continue and digitalization is a very relevant solution to achieve the effectiveness of the company's business operations.

Based on the resource aspect, PT Jasa Raharja has a competent and experienced workforce in handling insurance claim administration. The existence of a competent and experienced workforce allows the company to provide faster, more precise and efficient services. In addition, the implementation of the E-Government-based SIAP Mobile website has also increased the company's operational efficiency and labor performance productivity. Through optimal resource management, PT Jasa Raharja is able to face various challenges in the insurance industry and public services. Innovation in resource management is the main key in improving the company's competitiveness and ensuring the best service for the community. Therefore, analyzing the resource aspects of PT Jasa Raharja is important to understand the extent of its contribution to the effectiveness and sustainability of the company's business.

In line with its operations, PT Jasa Raharja optimizes the service production process by implementing digitalization, such as the E-Government-based SIAP Mobile website. Innovation in the production process not only improves operational effectiveness, but also ensures that services to the public can be carried out quickly, precisely and accountably. Therefore, analyzing the production aspects at PT Jasa Raharja is important to understand how the company optimally manages its services to achieve its business and social goals.

PT Jasa Raharja not only focuses on the supporting aspects of social services, but also focuses on business management aspects that support smooth operations and business sustainability. Business management at PT Jasa Raharja involves managing various resources, business strategies and policies that support the achievement of company goals. The implementation of the SIAP Mobile website based on E-Government is one of the strategic steps in strengthening business management, which allows PT Jasa Raharja to manage company operations more effectively and efficiently. Therefore, it is important to analyze aspects of business management at PT Jasa Raharja to understand how policies and strategies are implemented to contribute to the company's operational effectiveness.

Based on the situation analysis and the potential and opportunities described, there are several main problems faced by PT Jasa

Raharja, namely high workload. As the number of traffic accidents increases every year, administrative personnel at PT Jasa Raharja must handle more claim cases which can have an impact on the effectiveness and accuracy of document processing.

In order to overcome the main problems above, there are solutions that can be applied to increase the effectiveness of the administrative process, namely the automation of the administrative process through digitization by utilizing information technology. E-Government implementation is the utilization of information technology by the government to improve the relationship between the community and business institutions with the aim of improving the quality of effective and efficient services. PT Jasa Raharja can reduce manual procedures in claims processing and business operations by utilizing document automation technology and developing applications or websites to digitize administrative processes. This step allows claims settlement and business operations to be carried out effectively, efficiently and with minimal manual intervention, thereby improving speed, accuracy and overall service quality.

Based on the solutions described above, it is hoped that PT Jasa Raharja can improve service quality, speed up the claims process and provide certainty and comfort for people who experience traffic accidents while maintaining the company's credibility in the long term.

B. IMPLEMENTATION AND METHODS

The internship was carried out at PT Jasa Raharja Purwokerto Representative Office which is located at Jl. S. Parman No. 82, Karangbawang, South Purwokerto, Banyumas Regency, Central Java Province. The internship was carried out for 4 months from August 5, 2024 to December 6, 2024.

The internship is a form of practice from courses that need to be converted, the course includes various activities carried out during the internship. The converted courses are Organization and Leadership Theory, Business Communication, Public Speaking, Archives Management II, Information Technology Applications, Professional Ethics and Practicum/Work Integrated Learning.

The method of activities in the implementation of internships includes several aspects, namely through field work practices in which there are company orientation activities with the introduction of the organizational structure, vision, mission and work culture of PT Jasa Raharja and the provision of socialization of company policies and rules related to internships. In addition, during the implementation, an introduction to the work system and Standard Operating Procedures (SOP) in various divisions, observation and direct participation in the insurance claim process, customer service, business operations and training related to internal applications and company administration were given. During the internship, the author received direct guidance from the supervisor to ensure a comprehensive understanding of the tasks and responsibilities assigned. In addition, the author's performance and achievements will be evaluated periodically to ensure optimal competency development, with direct supervision from the supervisor to ensure the suitability of the internship experience with academic objectives.

C. RESULTS AND DISCUSSION
1. Definition of Website

According to (Nurlailah & Wardani, 2023) Website, namely "Website" or abbreviated as "web", can be interpreted as multimedia documents (text, images, sound,

animation, video) in which using the HTTP (hyper transfer protocol) protocol and to access using software called a browser. When running HTML access, the website will use the Hypertext Transfer Protocol (HTTPS) standard protocol to manage the data transfer process on the internet (Himendrian & Widjaja, 2024). Through this, information can be disseminated quickly. Websites are not only used for media in disseminating information, but also used for business purposes, such as setting up online stores, promoting sales, organizational and company profiles and others.

2. Definition *E-Government*

E-Government is short for Electronic Government. E-Government is the use of information technology in general, especially websites to provide the public and other organizations with more convenient access to information and government services and to provide public services to the community (Sukmana, 2022). The manifestation of the application of E-government in the current government environment is that all services can be accessed via online without the need to visit the Government Office. The application of E-government is not only in the government environment but also applied in State-Owned Companies and Private Companies for business operations.

3. Key Features of SIAP *Mobile Website*

Jasa Raharja's SIAP Mobile website has various key features designed to increase employee productivity. The following are the main features of the SIAP Mobile website:

Table 1. Key Features of SIAP Mobile Website

No	Features	Function
1	Data Security	*SIAP* Mobile website has integrated data security features, including encryption and strict access control using user username and password, protecting sensitive business information.
2	Digital Document Management	The system enables the automation of business processes, such as the creation of outgoing letters, filing of incoming letters and submission of account creation, which reduces manual errors and improves the operational effectiveness of business processes.
3	Access Service Information	The SIAP *Mobile website* has detailed and structured document search features, such as Search and Monitor, this makes it easier for users when searching and finding the documents they need.

The results above explain the features of the SIAP Mobile website that the author got after observing and studying the SIAP Mobile website directly. Overall, the author learns a lot through this digitization, especially in the application of the SIAP Mobile website based on E-Government. As in the process of applying for an account number to BRI Bank, sending outgoing letters and managing incoming letters.

Image 1. SIAP Mobile Website Login Page

4. Results of Interviews with Employees of PT Jasa Raharja Purwokerto Representative Office

Based on interviews conducted by the author to find out the effectiveness of the SIAP Mobile website on the application of the E-Government-based SIAP Mobile website at PT Jasa Raharja Purwokerto Representative Office as follows:

a. Adaptation in Using the SIAP Mobile Website

The presence of SIAP Mobile has brought significant convenience in completing employee tasks, this is due to the transformation of business processes from manual to digital methods. The process of employee adaptation to the SIAP Mobile system takes place easily and quickly, supported by the existence of a usage module and an easy-to-use website. In addition, the measurement of employee understanding in using the SIAP Mobile website shows very good results, 100%.

b. Goal Setting

The objectives of using the SIAP Mobile website are in accordance with the responsibilities of employees in completing their duties, where each employee has worked according to the burden of responsibility given.

c. Website Contribution

The SIAP Mobile website makes a significant contribution in improving the effectiveness and efficiency of employee performance. Easy access to various information related to the company and tasks, employees can receive and convey information in two directions without having to wait for communication from the secretary, provided that the letter has been dispatched by the Chief Representative. This enables faster and more responsive information delivery to all employees.

d. Flexibility of SIAP Mobile Website Implementation

SIAP Mobile website allows flexible access, can be accessed anytime and anywhere through devices such as cellphones, laptops or computers, as long as they are connected to the internet network. Employees can enter the SIAP Mobile website system using the employee username and password that has been determined.

e. Support from PT Jasa Raharja

PT Jasa Raharja shows a strong commitment to E-Government-based digitization by providing supporting facilities, such as high-speed internet connections, as well as desktop and laptop computer devices. Such support can help employees work more efficiently. In addition, PT Jasa Raharja also seeks to accelerate employees' ability to use the SIAP Mobile website through the provision of usage modules, socialization of usage procedures and open discussions through Zoom Meetings.

f. Usage Satisfaction

Employees feel a high level of satisfaction in using this website, as it is very helpful in completing their job responsibilities effectively and efficiently. The system allows employees to complete their tasks better, thus increasing productivity at work.

g. Technology Innovation Recommendation

PT Jasa Raharja in presenting an optimal

SIAP Mobile system, employees provide recommendations and suggestions regarding the development of technological innovation, namely the addition of document search features that are specific, detailed, detailed, thorough and structured, making it easier for users to find archived correspondence. In addition, the system is also expected to have more comprehensive writing capabilities and provide more detailed confirmation navigation. Thus, it is expected that this system can increase the effectiveness and productivity of the system.

h. Usage Constraints

Employees in implementing the SIAP Mobile website experience several problems and obstacles. One of the problems that often arises is the problem of unstable internet network conditions that slow down the process of digitizing correspondence. In addition, the condition of the device used to operate the SIAP Mobile website is relatively outdated, so it takes longer to operate. This has the potential to reduce the effectiveness of work and hinder employee productivity. For this reason, there needs to be more attention in improving network infrastructure and updating the devices used so that the user experience can be improved.

Based on the explanation above, it can be concluded that the implementation of the digitalization of the administrative system through the E-Government-based SIAP Mobile website system at PT Jasa Raharja Purwokerto Representative Office has proven effective. The availability of this system makes it easier for staff to perform their duties and contributes to increasing employee productivity at work. However, there are several things that become recommendations and input for the needs of system development innovation, namely:

1) Addition of more specific search features.

2) Provision of a more structured confirmation navigation.

3) Replacement of obsolete devices.

Focusing on convenience and continuous development, companies need to pay more attention to aspects that support the implementation of the SIAP Mobile website system. This is expected to optimize the use of the system and increase employee productivity.

5. Factors Encouraging the Implementation of the SIAP Mobile Website

a. Provision of Technology Infrastructure

Technological infrastructure is one of the important factors that influence the success or failure of the implementation of a digital program. Based on the analysis conducted by the author, the technological infrastructure provided by PT Jasa Raharja in supporting the implementation of the SIAP Mobile website is in the form of providing computers as needed, an internet network in the form of WIFI with a stable speed to support the smooth access of the SIAP Mobile website. Therefore, it can be concluded that the provision of technological infrastructure is very necessary to support the smooth use of the SIAP Mobile website.

b. Government Policy

The implementation of E-Government is regulated in several laws, including Presidential Instruction No. 3 of 2003 on National Policy and Strategy for E-Government Development, Law No. 11 of 2008 on Electronic Information and Transactions (ITE Law), Law No. 14 of 2008 on Public Information Disclosure (KIP Law), and Presidential Regulation No. 95 of 2018 on Electronic-Based Government Systems (SBPE). E-Government has been implemented in the Ministry of State-Owned Enterprises since 2022. The Ministry of SOEs is the Ministry that implements E-Government

in all SOE business processes. Digital transformation has been implemented by the Ministry of SOEs as a step in realizing E-Government within SOEs.

Based on government regulations governing E-Government, the implementation of digitalization becomes more controllable. In this case, PT Jasa Raharja makes Government Regulations as the basis for running the SIAP Mobile website. Therefore, government support is needed in running an E-Government-based digitization program because PT Jasa Raharja can easily make improvements to the effectiveness of the company's business operations.

c. Competent Resources

The implementation of digitalization requires companies to be able to keep up with technological developments that are relevant to the business being run. Therefore, companies need to have a commitment to learn and adapt to technological changes. In addition, companies also need to ensure that all employees receive adequate training so that employees can have access to certain expertise to keep up with technology.

In accordance with the challenges that companies have in implementing digitalization, companies need to prepare employees who are competent in supporting the digitalization process and provide training to employees according to their abilities. In addition, companies also need to place employees in accordance with the competencies possessed by employees.

6. Obstacles to the Implementation of the SIAP Mobile Website

Based on the results of the analysis that the author knows, so far the implementation of the SIAP Mobile Website has no external obstacles and its implementation can be said to be effective. However, there are internal obstacles such as, internet connections that are

still unstable and the use of technology such as computers that have slow system performance. This, PT Jasa Raharja has been able to overcome the obstacles that occur by improving a more stable internet network and providing other alternatives if there are internet problems. In addition, PT Jasa Raharja also provides more supportive devices with updates that support the implementation of the SIAP Mobile website implementation.

D. PENUTUP

Summary

The Merdeka Campus Merdeka Internship Program (MBKM) is a program planned to improve the competence of college graduates, both soft skills and hard skills. The internship was carried out for four months, making the author gain a lot of new understanding, knowledge and experience as an internship student. Overall, this article provides a comprehensive overview of the effectiveness of the implementation of the E-Government-based SIAP Mobile website at PT Jasa Raharja Purwokerto Representative Office.

Based on the results of directly studying the SIAP Mobile website and interviews with users, namely employees of PT Jasa Raharja Purwokerto Representative Office, it can be concluded that the adoption of an E-Government-based digitalization system carried out by PT Jasa Raharja Purwokerto Representative Office has contributed significantly to the efficiency and productivity of employee performance. The application of the SIAP Mobile website based on E-Government has facilitated faster two-way and open access to work and company information, effective and efficient operations and has a positive impact on employee performance. However, in the

implementation of the SIAP Mobile website, several problems and obstacles were found, mainly due to the unstable condition of the internet network and the devices used to operate the SIAP Mobile website are classified as obsolete.

The utilization of the E-Government-based SIAP Mobile website at PT Jasa Raharja Purwokerto Representative Office has had a direct impact on the timeliness required for the mail management process so that responsibilities can be completed quickly, precisely and effectively. In conclusion, it can be said that the application of the SIAP Mobile website based on E-Government has had a positive impact and influence and has brought real changes in carrying out mail management and accessing information. Therefore, from the aspect of real change, it can be said to be effective.

Suggestion

The implementation of the SIAP Mobile website found several problems and obstacles, mainly caused by unstable internet network conditions and the devices used to operate the SIAP Mobile website are classified as obsolete. Therefore, there are several points of recommendation related to all aspects that support the effectiveness of the implementation of the E-Government-based SIAP Mobile website and PT Jasa Raharja Purwokerto Representative Office as a whole, namely:

1. Improvement of a more stable internet network and other internet alternatives if there are internet problems.

2. Replacement of obsolete devices and providing more supportive devices with updates that support the implementation of the SIAP Mobile website implementation.

3. Conducting regular and thorough evaluations and checks of internet network needs and hardware conditions

to be able to run the system optimally.

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