Effectiveness of Using Jendela Pontianak Integrasi (JEPIN) Application toward Developing Smart City in Siantar Hilir North Pontianak District

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Abstract

This article analyzes the effectiveness of using the Pintu Pontianak integration application in realizing a Smart City in the Siantan Hilir Village area, North Pontianak District. Jendela Pontianak Integrasi (JEPIN) implements the Smart City concept adopted by the Pontianak City government to facilitate public access to information and public services. Even though it is aimed at people who actively use technology, several obstacles hinder the effectiveness and acceptance of this application. Among them are the complexity of features and terms in applications that still need to be fully understood by the public and a need for more awareness of the benefits of the innovative city concept. Socialization efforts carried out by the government have yet to fully increase public understanding and interest in the JEPIN application. Therefore, concrete steps such as simplifying the user interface, increasing socialization, and regular evaluation are needed to ensure the success and broader acceptance of the JEPIN application. In this way, JEPIN can be a more effective tool in supporting Pontianak City's Smart City vision and improving the quality of public services for the community.

Keywords: JEPIN, Community, Pontianak. Smart City, Socialization

Introduction

Smart cities have been under research for over a decade, and there are many ways to view them. According to Gretzel, a Smart City is currently seen as an ecosystem, generally defined as a community of interacting organisms and their environment. It is usually described as a complex network formed due to the interdependence of resources (Anthopoulos et al., 2016). Smart City is a program that digitizes all components of infrastructure provided by the

government (Muhammad, 2021; Elyta, et al. 2022). The Smart City approach is carried out to obtain information and make city management more integrated.

The Smart City concept that is currently underway is the government's effort to overcome population problems and traffic jams that often occur in urban areas.

Relying on technology, which has become a significant part of society's needs, will undoubtedly make it more efficient in implementing current and ongoing government programs .

Advances in information technology in the form of tools or various applications, such as Google Apps, in the last five years have influenced user behavior, and users tend to switch from offline to online applications (Elyta & Darmawan, 2021). Pontianak City is one of the cities that continues to strive to realize the bright city concept by focusing on the intelligent city pillars implemented in Indonesia. The implementation of a smart city in Pontianak City began in 2017. In 2022, the Pontianak City government will start to get serious about developing infrastructure, software, and applications to support the implementation of the Pontianak Smart City concept. Carrying out this activity reflects the seriousness of the Pontianak City government in developing a smart city in Pontianak City. One of the efforts made by the government is to create an application that can accelerate the development of intelligent cities in Pontianak (Iqbal et al., 2022; Elyta et al, 2021).

The construction of the Pontianak Smart City cannot be separated from the vision and mission contained in the Pontianak City Long Term Development Plan for 2005-2025, as well as Presidential Instruction Number 3 of 2003 concerning National Policy and Strategy for e-government development, and the Pontianak City Development Vision in 2019-2024, namely "Pontianak, the Equatorial City, Environmentally Friendly, Smart and Dignified." Jendela Pontianak Integrasi (JEPIN) is a Smart City application developed by the Pontianak Government to improve e-government-based public services using smartphones (Lau, 2019). JEPIN is an integrated application that provides public access to several Pontianak City Regional Apparatus Organizations. Aculturation of tribal cultures in Singkawang, is one of the indicators used as a measure of the effectiveness of the city government to identify tolerant cities (Elyta & Herlan, 2021). The JEPIN application, in providing information technology-based services, has features that can be used to open information services for all organizations in Pontianak City, such as public information and so on. Population and civil registration department provides online services.

Some services handle Population documents, such as resident biodata documents, Resident Identity Cards, Family Cards, Civil Registration Deeds, etc. Apart from that, there are also Population Certificates and similar matters related to population information issues. It can make it easier for people who want to obtain services, especially those associated with population and civil registration department services (Elyta et al., 2023). Using a one-gate system, the JEPIN application provides more effective access to applications to shorten time. A total of 23 regional devices have been integrated into the JEPIN application. However, in the implementation and application of JEPIN concept in Pontianak City, there are still problems because there are too many devices in the Pontianak area using the JEPIN application, causing

information to often be poorly coordinated with devices in other regions, so delays often occur. Many people in Pontianak City still need to learn and utilize this application as a facility to obtain information and data services in Pontianak City (Martoyo et al., 2020). Since the launch of the JEPIN application in 2019, the number of new downloads has reached more than 5,000 downloads, while the budget used to develop the application reached 60% of the Pontianak City (Utami et al., 2022).

Communication and Information Department budget, which is quite large. The large budget spent by the Pontianak City disk info in developing the JEPIN application differs from that of many downloaders. The Pontianak City Government's provision of service quality or service to the community also seems more optimal (Robbi et al., 2024; Haryaningsih et al., 2021). This can be seen from the efforts of the Pontianak City Communication and Information Department which is felt to be less than optimal because it only carries out MUSREMBANG outreach to the Pontianak City District. Apart from that, this application is often complex for users to access due to a lack of maintenance by the Pontianak City Communication and Information Department, so this application usually needs to be fixed in several available features (Andriani et al., 2023).

The need for more monitoring and maintenance of the system carried out by the Pontianak City Communication and Information Department and Organization of Regional Devices which is integrated with the JEPIN application, can also be seen from the lack of updates provided in some information, which has resulted in differences in several commodities several features are difficult to access, such as Pontianak City Closed-Circuit Television monitoring, which continually experiences bugs (Elyta et al., 2021). This is proven by several reviews left by users on the Google Play store and testing researchers have carried out on the JEPIN application. Several websites are also complex for researchers to access when carrying out sampling tests.

A similar problem was previously researched by Iqbal Agustiansyah with the title "Utilization of JEPIN in Improving Information Services During the Covid-19 Pandemic in Pontianak City, West Kalimantan Province," which was published in 2022. This research discusses using the JEPIN Application to improve information services during the COVID-19 pandemic, especially in Pontianak City, West Kalimantan. This research showed that using the JEPIN application to provide information to the people of Pontianak City during the COVID-19 pandemic was good regarding service quality, features, and ease of information. However, several obstacles still had to be faced.

Furthermore, research was conducted by Muhammad Azhar Zaen in 2022 with the title "Implementation of JEPIN in the Context of Public Information Services in Pontianak City." This research showed that implementing by Communication and Information Department Pontianak City still found several obstacles and barriers (Elyta et al., 2022). The main obstacle in implementing the JEPIN application is that many people still need to learn about the JEPIN application portal and delays in updating information in the field by the Organization of Regional Devices which is integrated into JEPIN. With the comparative research above, this research was conducted to determine, analyze, and describe the effectiveness of using the Pontianak Integrated Window Application to Realize a Smart City in Siantan Hilir Subdistrict,

North Pontianak District. Based on the two previous comparative journals, neither discussed the effectiveness of using the Pontianak Integration Window Application in achieving Smart City.

Literature Review

Effectiveness

Effectiveness shows success in terms of whether or not the targets that have been set are achieved. If the results of an activity are closer to the target, it is more effective. Effectiveness is often related to the goals to be achieved because effectiveness is significant in achieving the objectives. Book written by Siagian in 2001 entitled "Human Resource Management, defines effectiveness as an effort to utilize resources, facilities, and infrastructure in a predetermined and previously determined amount to produce goods originating from services that have been implemented (Fahreza et al., 2019). If the activity can achieve the target, its effectiveness will be higher.

Organizational Effectiveness

Duncan explained effectiveness, namely Goal Achievement, and how the entire effort to achieve goals must be viewed as a process (Steers, 2020). Next is adaptation, a self-adjustment process to align an individual with the changes that occur. Integration measures an organization's ability to carry out outreach and communication with various organizations.

Program Effectiveness

Program effectiveness is a method of seeing how many activities are running and can achieve the initial objectives of the program's creation (Ramadhan, 2023). The theory put forward by Kettner et al (2008) explains that to assess a program's effectiveness, it is necessary to measure Effort, Cost Efficiency, Results, Cost Effectiveness, and Impact (Asmariva, 2018). Subagyo explained that effectiveness is a balance between output and the goals to be set (Budiani, 2007). According to Cambel J.P., measuring effectiveness is generally divided into several parts: program success, targets, program satisfaction, and overall goal achievement (Mutiarin, D., & Zaenudin, 2014).

In this research, researchers used Budiani's theory, which explains that there are four indicators of program effectiveness, the first of which is the accuracy of program targets, namely the extent to which the program is appropriate to the intended target (Rohmat & Rohmatika, 2024). The second is program outreach, which explains how program organizers provide outreach so that the general public can know information related to the program. Furthermore, the program objectives are used to measure the suitability between the results of the implementation of the existing program and the program objectives that have previously been set. Finally, identifying existing programs is carried out by looking at how program organizers run programs the community uses (Khadafi, 2017).

Research Method

This research is a type of descriptive research using a qualitative approach. Research methods are scientific methods for obtaining data with specific purposes and uses (Sugiyono, 2019). The data collection technique used in this research was through direct interviews with several sources: the Head of the Pontianak City Communication and Informatics Service, the Informatics Policy and Application Development Section, the Pontianak City Community, and JEPIN Application Users. Next, researchers conduct documentation by visiting agencies and locations related to the research subject to obtain documents or data, images, or photos related to implementing the JEPIN application.

The documents used by researchers are JEPIN Application user data, Data and documentation of outreach that the Pontianak City Communication and Information Department has carried out to the people of Pontianak City regarding the use of the JEPIN Application, and Budget data used to develop and manage the JEPIN application.

Results and Discussion

Moment Currently, JEPIN is one of the portals that provides information services to the people of Pontianak City and has been integrated with all Regional Apparatus Organizations in Pontianak City to make it easier for the public to access information and needs to be related to local, regional apparatus through the JEPIN Application. Currently, JEPIN is an innovative city-based application launched in the context of the 100 Smart Cities movement in Indonesia in 2018, with intelligent government as one of the implementations of the Pontianak City government in making it easier for people to get information services. The government determines the dynamics of the economy and the role of the business world or business units that drive the country's stock exchange system (Elyta & Sahide, 2021).

This intelligent city approach aims to achieve integrated city information and management. Based on the regulations stipulated by the Mayor of Pontianak Number 25 of 2019, which regulates the Pontianak Smart City Masterplan for 2019-2028 regarding implementing a smart city in the City of Pontianak by utilizing communication and information technology(Elyta, Usmulyadi, et al., 2023). Not only prioritizing digital platforms and artificial intelligence, the Society 5.0 approach also coordinates humans to quickly adapt to changing times (Elyta et al., 2022).

The use of the JEPIN application by the people of Pontianak City certainly has various obstacles in its implementation, both the level of public understanding that still needs to be improved in using the JEPIN application and the level of downloads of this application. In this research, Budiani's program effectiveness theory was used to analyze and describe the effectiveness of using the Pintu Pontianak Integration application in the Siantan Hilir Subdistrict. This theory explains four indicators of program effectiveness: program targets, program socialization, program objectives, and program monitoring (Khadafi, 2017).

Implementing JEPIN application embodies Pontianak Mayor Regulation Number 25 of 2019 concerning the 2019-2028 Pontianak Smart City Masterplan. Formulating Draft Regional

Regulations requires research, analysis, and practice, which takes a long time (Elyta et al., 2023). Based on these regulations, the Pontianak City Communication and Information Department created an innovation by implementing an intelligent city-based application, which is expected to make it easier for the public to obtain services and information about Pontianak City (Martoyo et al., 2023). This aligns with the formation of quality economic development and sustainability of human resources in government, which can be seen from the excellent service that helped realize a mental revolution (Martoyo et al., 2020).

People can access over 70 applications and websites integrated into JEPIN with one gate or single portal. The target that the Pontianak City Communication and Information Department wants to achieve through the JEPIN application is, of course, the people of Pontianak City who are active smartphone users. Apart from that, the JEPIN application is also more targeted at people who understand the use of information technology.

People outside Pontianak City can also access information on JEPIN, such as news portals, tourist destinations, and dining and culinary delights around Pontianak (Elyta, Usmulyadi, et al., 2023).

Based on an interview with researchers, Sri Wulani Rezeki Elida S, Si, MA, M.S.E., a Young Computer Expert at the Communication and Information Department City of Pontianak who is one of the people responsible for JEPIN regarding the question of who is the target of using the JEPIN application. He explained:

"The targets we want to achieve in using the JEPIN application are, of course, the people of Pontianak city, especially people who use smartphones and work online every day. So, the JEPIN portal is aimed at people who need information and services quickly. Usually, young people and adults like to use technology, so this is our main target. "Because older people usually prefer to come and get services directly from the agency concerned." (Interview dated 10/11/2023).

The interview results explain that the targets that the Pontianak City Communication and Information Department has targeted in implementing the JEPIN application are the people of Pontianak City, especially people who use gadgets in their daily lives. If the provincial government wants more people to use government-provided technology, it must invest in better infrastructure (Yohanes et al., 2023). JEPIN itself is a portal related to the use of communication technology, so its use requires people who understand the use of communication technology. JEPIN also targets people who want to get information and services quickly and practically so they do not have to wait or go to the relevant agency. These basic principles were developed as a service model from a policy support perspective (Nani et al., 2023). A statistical comparison of visitors and downloaders of the Pontianak Integration Window can be seen in the following table:

Table 5.1 Number of visitors to the JEPIN Website

No	Month (2023)	Visits Per Day	Total Visits for One Month
1	January	110	3393
2	February	177	4959
3	March	246	7650

4	April	249	7495
5	May	456	14,145
6	June	385	11,566
7	July	560	17,348

Source: Pontianak City Communication and Information Department 2023

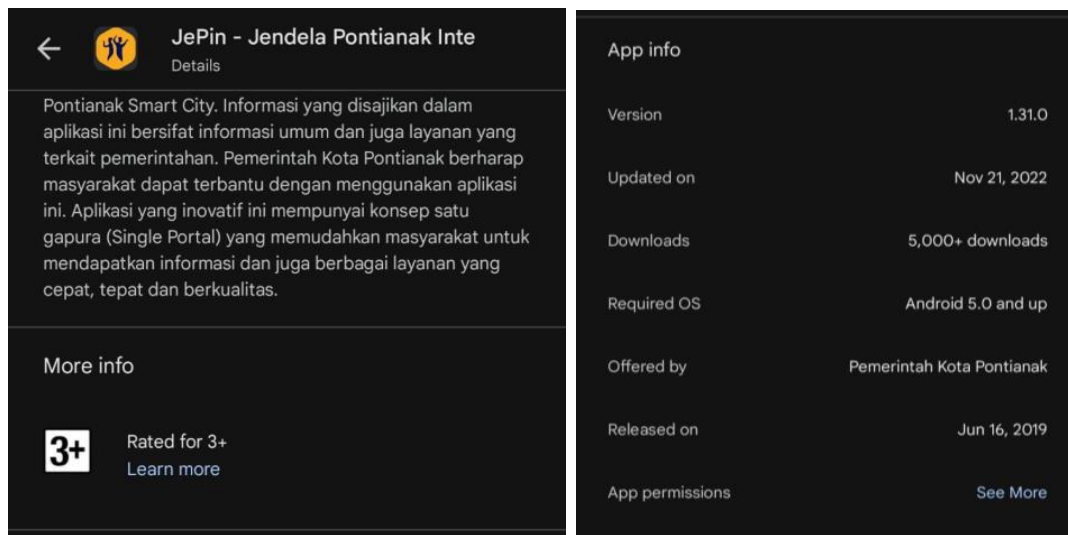**Figure 5.1** JEPIN Website Visitor Statistics
Source: JEPIN website

Figure 5.2 Number of JEPIN Application Downloaders
Source: Google Playstore JEPIN application

Researchers also interviewed sister Laili Safitri, a Pontive Center Admin (Graphic Design), regarding the obstacles in targeting JEPIN application users. He said:

"So far, how to attract people's interest in accessing JEPIN and providing an understanding regarding the concept of the JEPIN application, which is based on smart city is the obstacle; in this JEPIN feature, there are several smart city terms which are difficult for the public to understand and of the many In fact, people only need a few of the features on JEPIN. Many people need to understand what a smart city is, what smart government is, or what function smart branding is. "So only people who understand and need it will access JEPIN." (Interview dated 11/11/2023).

Based on these statements, it explains that the obstacle encountered in targeting the public to use the JEPIN application is how Communication and Information Department can present an application that is easy to understand and easy to access by the wider community but remains an application that can support the development of intelligent cities in Pontianak City (Albatroy et al., 2023). JEPIN'S goal is to implement an innovative city program in

Pontianak City. Of course, the features in JEPIN are also related to the intelligent city pillars. The features in JEPIN are grouped into 6 (six) smart city categories and additional features such as Maps, and commodity prices. People often need help understanding the terms in the JEPIN feature, such as what menu they should use and the benefits of these features.

This is one of the obstacles Communication and Information Department faced when introducing JEPIN to the public. JEPIN is about introducing it to the public and using this application appropriately and according to the community's needs.

Matter This is in line with what was conveyed by the Siantan Hilir Subdistrict Secretary, Mr. Muhammad Daud A.Md, regarding whether the informant was aware of the existence of the JEPIN application. He said:

"I know JEPIN because the sub-district website is integrated into JEPIN, but I have never used the services at JEPIN because there are so many menus, so accessing them is a bit difficult, especially for me who does not understand technology, it will make things difficult." (Date Interview 11/14/2023). To ensure target accuracy in using the JEPIN application in Siantan Hilir Subdistrict, the researcher also conducted interviews and asked the same question to sister Khulaqo Tafdila, one of the Siantan Hilir Subdistrict staff: *"I used JEPIN initially when I was in college, at that time I Use it to upload journals required by the lecturer. After that, I rarely used JEPIN anymore because I did not need the information from there." (Interview dated 11/14/2023).*

Based on the interview above, some people know about JEPIN but must use the application. This is because the services and availability of data and information provided by JEPIN do not meet the community's wishes and are not a necessity for the community, so there is no reason for them to use JEPIN. Most JEPIN users are Pontianak residents. This is due to the character of the Pontianak people themselves, who feel the need to use JEPIN only when necessary. In introducing information services through JEPIN to the public, The Pontianak City Communication and Information Service has carried out several direct and indirect outreach activities through activities carried out by the Pontianak city government (Aryanti & Haryaningsih, 2024).

Direct socialization that Communication and Information Department has carried out includes sub-district Musrenbang, car-free days, and events held by the Pontianak City government. The Pontianak City Communication and Information Department also carries out outreach indirectly by using the Pontianak City Communication and Information Department social media center and leaflets(Lutfie & Sutan, 2024). As for reality, the outreach carried out by Communication and Information Department did not significantly impact the number of JEPIN application downloads and needed to be more effective in increasing public awareness of downloading the JEPIN application. This is because the socialization through msurenbang carried out by the Pontianak City Communication and Information Department only ran 1 (one) time in 2020 (Kartikasari & Elyta, 2021).

Apart from that, the promotion carried out by Communication and Information Department through car-free days was also carried out only until 2020, before the COVID-19 pandemic (Elyta, Al Qadrie, et al., 2023). When the COVID-19 pandemic occurred, half of the world's population lived in limited conditions, so we understand how society formulates,

discusses, and responds to these political and economic conditions (Islam et al., 2023). This is quite a big challenge in the era of globalization with the COVID-19 pandemic that has hit (Elyta et al., 2022). This has impacted the stagnation of JEPIN downloads on Google Playstore. Since JEPIN was first launched, the number of downloads has only been around 5,000 (five thousand).

Conclusion

JEPIN is a Smart City-based application developed by the Pontianak City Government to provide information and public services to the community. The Smart City concept in Pontianak City aims to increase government efficiency, effectiveness, transparency, and accountability. However, several obstacles must be overcome in its implementation to ensure its effectiveness. The implementation of JEPIN is an effort by the Pontianak City Government to provide efficient public services by integrating various services on one platform. However, even though it has been integrated with multiple Regional Apparatus Organizations, JEPIN still needs help achieving its targets. One of the main obstacles is the public's low understanding and interest in the Smart City concept and the complexity of the features available in the JEPIN application. Meanwhile, the outreach conducted by the Pontianak City Communication and Information Department has remained relatively high in public awareness and participation in using JEPIN. Even though it has been carried out through various events such as the District Musrenbang and Car Free Day, this promotion has yet to attract sufficient public interest. This shows that a more effective socialization strategy needs to be developed to increase community participation using the JEPIN application. The research carried out has limitations such as the difficulty of getting data on the distribution of JEPIN users in each sub-district because the Pontianak City Communication and Information Department does not have access to see JEPIN users, and the lack of evaluation data that has been carried out by the Pontianak City Communication and Information Department, due to the lack of scheduling of the evaluations carried out. Travel restrictions, closures of tourist attractions, and changes in tourist behavior are creating significant economic pressure. Small and micro businesses in the tourism sector have been hithard, and pandemic-related uncertainty is hampering investment and development plans in theindustry. However, this transformation also opens up new opportunities. Changes in people's behavior in caring for health and increasing health awareness can be the foundation for the development of health tourism in the future.

Suggestion

Researchers have collected several suggestions regarding the effectiveness of using the JEPIN application in efforts to create a smart city in Pontianak City, especially in the Siantan Hilir Subdistrict, including that Communication and Information Department can visit campuses in Pontianak City to introduce JEPIN. The Pontianak City Communication and Information Department must create its social media, which contains information and developments about JEPIN, which is disseminated massively.

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