

# EFFECTIVENESS OF DIY PROVINCE GOVERNMENT WEBSITE AS ELETRONIC GOVERNMENT MEDIA IN PUBLIC SERVICE

by Drs. Joko Kumoro, M.Si. , Rr Chusnu Syarifa Diah Kusuma, S.A.B.,M.Si. , Mochamad Hanafi, S.A.P., M.Si. , Isti Kistiananingsih, S.Pd. , Andrian Eko Susanto, Susi Handayani

## ABSTRACT

The website is very much needed by the government as one of the electronic government media in public services. This study aims to determine the effectiveness of the website of the Yogyakarta Special Province Government as electronic government media in public services. This research was conducted with qualitative descriptive. Descriptions in this study with the help of the results of analysis of interviews, observation and documentation in the field. Expected results from this study so that the Government of the Special Region of Yogyakarta can effectively serve the community through the website.

The results of the study indicate that the DIY Provincial Government has clearly determined the audience website. The content on the website has been trying to serve a number of needs even though it has not been able to materialize to the maximum fulfill the need to create excellent public services for all audiences. Two-way interaction features according to audience needs, but the response from the government is not fast enough to respond. The DIY provincial website is easy to use by the audience or user friendly. According to the millennial generation the website is lacking in updating its contents, less interesting, some images use low resolution. The DIY provincial government website has made efforts to renew and creative ideas and innovations carried out by DIY provincial government. Viewed from the aspect of audience, content, interactivity, usability, and innovation, it can be mentioned that the website of the DIY Provincial Government has not been fully effective as an electronic government media in public services.

To improve the website, interaction features need to be optimized to create a reciprocal process between the government and its people which leads to the implementation of good governance. Website content is expected to always be improved, developed and updated in terms of activities, topics, coverage areas, image resolution, links, and subdomains. The appearance of the website is expected to be updated so that it is attractive especially for young people. DIY Provincial Government is expected to continue to innovate on its website so that it fits the audience's expectations so that they are more interesting and valuable.

Kata Kunci: *effectiveness, website, yogyakarta*