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Original Research Article

Analysis of good Governance in the Implementation of e-government Services in Bantur District, Malang Regency, East Java Province, Indonesia

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Electronic-government services is a priority program of the Indonesian's government related with citizen identification as stipulated in Law No. 24 of 2013 on the amendment of Law No. 23 of 2006 concerning the population administration. However, the implementation of e-government in addressing the issue, where people are already accustomed to handling identity cards manually must change to the e-government. Such paradigm change in the society is very interesting to study in the social sciences. Therefore, the purpose of this study are: a) to analyze the implementation of e-ID card service in Malang based on the Minister of Interior, No. 9 of 2011 regarding guidelines publishing e-ID nationally-based ID. (b) to analyze the supporting and obstacle factors in servicing e-ID in Malang? (c) to formulate strategy to implement e-ID based "good governance" in Malang regency. The method used to achieve the goals is descriptive research with a qualitative approach. Qualitative approach used is the social action theory. They are Herbert Mead, Talcot Parson and George Herbert Mead approach. While the theory of symbolic interaction used is Blummer theory. To describe the social action theory, the theory of public policy and the communication theory of Bholen were used. It includes communication theory models of innovation diffusion and communication Classic Lasswell model. While the theory of public policy used the framework that public policy is asset of interrelated decision taken by a political actor group concerning the selection of goals and the means of achieving them within a specified situation where these decisions should, in principle, be within the power of these actors to achieve. SWOT analysis is used to formulate strategy to implement e-ID based good governance. Therefore, the results of SWOT analysis were used as guidance to analyse social action theory and symbolic interaction. The results showed that the implementation of e-ID card at the level of bureaucracy showed excellent services. However, in the analysis of social action and interaction bureaucracy symbolic show, there is a gap between the implementation of regulation in society. Implementing e-ID card at the community level shows that the quality of services performed very well. However, the analysis showed that there are still gaps in the Malang rural community information distribution, Malang, at the level of implementation. Whereas, the implementation of e-ID card at the private level shows the service quality of e-ID card is very good. However, in the analysis of social action, it shows that the number of machines for the printing process of e-ID are limited and there are charges in the service of e-ID card.

Keywords: e-ID card services, Implementation services, e-ID card at the level of government, Public and private community, SWOT, Social action theory, Indonesia.

INTRODUCTION

Rapid technological progress requires government agencies to follow the development of technology. Therefore, each institution requires an information system that supports the needs of government agencies in creating the efficiency and effectiveness of work and in improving services to the public. Advances in information technology is also a solution in meeting the aspects of transparency, accountability in public participation.

The integration of government administration system through a network of information continues to be developed, especially in the provision of services, making it possible to provide data and information to government agencies that are

analyzed and utilized quickly, accurately and safely on demographic data recording sectors.

Dynamics and demands of advanced science and technology push the central government to the regions in Indonesia to improve service quality and institutional performance by designing good governance. E-Gov can be one way of achieving good governance. Along with the development of e-Gov in Indonesia, some districts/cities in Indonesia that have implemented e-Gov are used as a references for the development of e-Gov in other areas to serve as an example of the tangible benefits of the implementation of e-Gov (Faizah and Sensuse, 2009).

According to Mustopadijaya (2003), e-gov is indispensable in response to changes in the strategic environment that requires an efficient state administration oriented, effective, public-oriented, transparent and accountable governance. According to Indrajit (2005), e-gov can improve internal management and improvement of public services. The use of e-gov can facilitate service, low cost, fast service, making it convenient and accelerate development of information and communication technology among local, regional, and national level.

E-gov application is the application of information and communication technology for the public administration sector. E-gov is built as an attempt to revitalize the organization and management of government. It is intended to be able to carry out their duties and functions optimally in the management of public services. E-gov is useful to facilitate the relationship between the government and the government (government to government), the relationship between government and society (government to the public), and the relationship between government and the business community (the public sector to the government), both nationally and internationally.

E-Gov development is not an easy matter and empirical experience shows that agencies apply e-gov with many failures. These problems arise as a result of lack of understanding of the concept of e-Gov defined as the use of internet superficially understood. This leads to inefficiency and ineffectiveness due to budget and administration management activities. The problems experienced by the various agencies or companies indicate a need for coordination between sectors and levels of government to be able to handle it (Ministry of communication and information, 2002). Another problem faced related to the development of e-Gov is associated with many types of unique identification number issued and managed by government agencies or companies, both at central and regional levels.

Currently, there are at least 28 types of unique identification number, such as: the number of Identity Card, Family Card, passport, driver's license, Proof of ownership of a motor vehicle, tax object selling value, birth certificate, payment of electricity bills, water and telephone as well as certificate of land. It is difficult for the government to provide satisfactory services to the population. The many types of unique identification numbers that exist in many government agencies or companies have formed "islands of information" with a variety of databases, application builder and the differences of the operating system.

The transformation process requires a process, strategic planning, as well as other supporting factors that can support the development of e-Gov. Based on this background, this study examines in more detail about the implementation of e-gov on the Government Malang, East Java province. Malang Regency Government has a very wide area of governments with unfavorable topographic structure, especially with regard to the expansion of the network technology. The use of e-gov means implementing government strategies with new technologies that replace the conventional model.

Based on Presidential Decree number 88/2004 on the application of e-gov, government built information systems of population administration. The purpose of the system is intended for data processing, easier and more efficient both in terms of service improvement and ease and speed. Besides, it is necessary to realize the validity of database population as an ingredient in development planning. Poor quality of public services led to a negative public response. Such situation is also causing people's reluctance to pay taxes and obey certain retribution (Kuncoro Mudrajad, 2004).

Malang has implemented e-gov since 2001. This means that before the presidential Instruction no.3 of 2003 on national policy and strategy development of e-gov published. Malang district government policies considered to be very precise. This is due to the extent of 3534.86 km² or equal to 353 486 hectares. The total population of 2,446,218 Life (Year 2010). Malang has 33 districts with the distribution area between one another far enough. Technology-based governance in Malang regency administration facilitates the activities of governance as well as to improve the efficiency and effectiveness of public services.

The department of population and civil registration, Malang regency is one of the agencies that implement specific strategic program on the issue of population management. Population and civil registration service is an integrative part of the population problem, even a pillar to determine the success of the planning and development of human development in Indonesia. Administration of population and quality of population through the provision of data and information on population has increased year by year. It is one of success indicators in the implementation of government and development. E-gov is part of e-gov implementation in the public service.

E-gov program is aimed at obtaining an orderly NIK population database and orderly residence documents (population and civil registration Malang regency, 2011). Gradually, the government will replace all the old versions, become e-gov equipped with biometric data 10 fingerprints, iris and the digital signature of the population. E-gov is physically different from the old version because it is equipped with a chip containing demographic data. Therefore, there are some elements that play an active role in it. They are namely, information technology, human resources, and political will responsible for local government.

The choice of location the research was done by considering the following matters: (a) the district Kepanjen is chosen because Malang regency is an administration center that service accessibility, e-ID card is relatively easy because of the availability of facilities and infrastructure, human resources and awareness of community participation; (b). Bantur sub-district is chosen in the sample due to the acquisition targets that have been set very low when compared with other districts in Malang. Bantur area is very interesting to do a study to analyze whether the implementation of the e-ID card service meets the rules according to the Minister of the Interior No. 9 of 2011.

Basic techniques of data collection used is interview, observation and documentation (Marshall & Rosman, 1989). Interviews were used in form of non-standard or unstructured. This is done without the preparation of a list of questions, but based on the interview guide, focused on the study. Observations are used to complement and to assess the results of the interview given by the resource persons. That possibility has not thoroughly described every situation that is expected. Observations by researchers themselves is the observation that the participation of researchers directly involved in the service e-ID card in Malang.

Documentation of this study is regarding the acquisition of non-human data in the form of written documents. The use of techniques of data collection was carried out to complete the interview and observation techniques. That's because the data collection techniques are complementary. It means that the data obtained through interviews can be equipped with observation data and it is also equipped with the data of the study documentation.



Figure 1: Map of Indonesia

Table 1. The number of sampling

No	Element	Number of respondents	Percentage (%)
1	Government bureaucracy	23	40.35
2	Society	27	47.37
3	Private sector	7	12.28
Total		57	100

In this research, respondents are chosen in the three different elements as shown in Table 1.

According to Kurtz (2008) SWOT analysis is a strategic planning tool that is important for planners to compare the strengths and weaknesses internal to the organization of the external opportunities and threats.

MATERIALS AND METHODS

There are three theories of social action that were used in this study, namely Max Weber's theory of social action, social action theory by Talcott Parson and social action theory by George Herbert Mead. Weber's theory of action is aimed at focusing attention on the individual, and the pattern of action and it is not on the collectivity. Such actions have a sense of orientation behavior which can be understood subjectively, present only as the behavior of an individual, human being or a few people (George Ritzer and Douglas J Goodman, 2005).

According to Max Weber, the methods used to understand the meanings of subjective social actions of a person is the ability for empathy or the ability to put yourself in the frame of another person whose behavior would be explained by the situation and the objectives are seen from the perspective of the person. Weber argues that humans can compare the structure of some societies to understand the reasons for a citizen's action, what historical events that affect the character of the community, and to understand the actions of the perpetrators who live in the present.

However, Weber believes it is impossible to generalize all people or all of the social structure. Weber focused on acts that clearly involve the intervention of the process of thinking and meaningful action arising between the stimulus (boosters, propulsion) with the response (reaction). According to Weber that the task of sociological analysis is comprised of the interpretation act according to their subjective meaning. In the theory of action, Weber purpose is none other than focusing on the individual, patterns and actions, and not on the collectivity.

Analysis of social action, Parsons uses the framework purpose tools (means-ends framework) which essentially includes: a) The action was directed at the goal or have a purpose; b) The action is happening in a situation, in which some elements are already bound, while other elements used by acting as a means to an end; c) In the normative act was arranged in connection with the determination of tools and goals. In the sense that the action was seen as the smallest unit of the social reality and the most fundamental way. The basic elements of an action are the goal, tools, conditions and norms (Dadang, 2011). Between the tool and the conditions are different, people who act using the tool are considered able to achieve the goal, while the condition is an aspect of a situation that can be controlled by a person who acts.

Social action by George Herbert Mead stated that social interaction can walk orderly and organized and that the community members can function "normally", then it is necessary not only the ability to act according to social context, but it also requires the ability to assess objectively our own behavior from the viewpoint of others. Common question that commonly arises is whether the behavior or actions we've is good enough in front of the X or the Y?

Blummer symbolic interaction theory (1962) believes that a researcher must be empathetic to experience direct contact with people and try to understand the value of each person. Blummer avoids quantitative and statistical scientific approach through biographies, autobiographies, case studies, diaries, letters and non-directive interviews. Emphasis is on the importance of observation by researchers (Ahmadi, 2008). The essence of the symbolic interaction is an activity that is characteristic of humans that communication or exchange of symbols give meaning (Mulyana, 2003). Understanding the symbolic interactionism gives much emphasis on the individual actively and creatively than other theoretical approaches. The symbolic interactionism assume that everything is virtual. All interactions between human individuals is to involve an exchange of symbols.

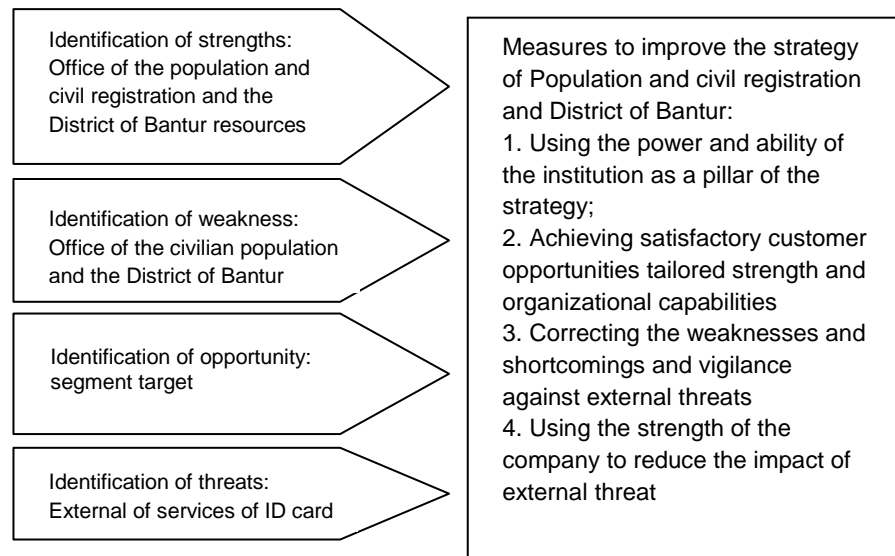


Fig 2. Steps Of Swot Analysis According to Kurt (2008)

When we interact with others, we are constantly looking for "clues" about the type of behavior that is appropriate in that context and on how to interpret what is meant by others. Symbolic interactionism is directing our attention to the interaction between individuals, and how it is used to understand what other people are saying and what will be done to us as individuals.

Communication theory is used to bridge between theory and social action theory of public policy. Bholen communication model in Rosady (2003) stated that in order for an individual to innovate, the first, one must be aware of the existence of these innovations, then people are interested to know more, to evaluate its relevance to personal needs, decided to give it a bit, and eventually people will decide to use or reject the innovation. Bholen model theory includes also a model with a question Lasswell (WHO) refers to anyone who took the initiative to start the communication. The start of communication can be either a person or an organization.

The second question is what says that, relates to the content of any communications or messages conveyed in the communication. The third question is to Whom. This question is meant to ask who the audience or recipient of the communication is. The fourth question is in what channel or through any media. The definition of media is a means of communication, such as speaking, body movement, eye contact, touch, radio, television, letters, books, and pictures. The last question of this model is what effect or what the effect of such communications. Questions regarding the effect of this communication may ask two things: what you want to achieve, results of communication and further what people do as a result of the communication

Dye (1978) defines public policy as whatever Governments choose to do or not to do. Public policy should not only be implemented but also things that are intentionally not done, because both have an influence on the public.

According to Kurtz (2008) SWOT analysis is a strategic planning tool that is important for planners to compare the strengths and weaknesses internal to the organization of the external opportunities and threats.

Based on the analysis of external and internal environment, the factors, opportunities, threats, strengths and weaknesses

of the service process management of e-ID card can be considered as follows:

1. Strength covers: clear regulation, the cost of free, quality human resources, aspects of tangibles (physical condition), aspects of reliability (ability of officers to serve), aspect of responsiveness (response officers to serve), aspects of assurance; (Security officers to services), aspects of empathy (Concern of officials);
2. Weakness covers: the completion of a long process; weakness of enforcement, management of remote locations, employees aged over 40 years
3. Opportunities covers: attentive service to public interest, the development of information technology to accelerate services, socio-cultural shift in community activities, and the role of service bureaus to handle of e-ID card;
4. Threats covers: printing process that is still centralized extend the completion time, occurrence of long queues due to the limitations of the tool, service Bureau charge rates that can burden the public, rural community awareness of the importance of e-ID card is still limited.

To understand the analysis of social action and analysis of symbolic interaction, the first step used a SWOT analysis. Then, the following step based on the variables of SWOT analysis will examine each proposition with a social action approach and analysis of symbolic interaction.

RESULTS AND DISCUSSION

Analysis of external strategy of SWOT consisted of two variables. They are opportunity and threat aspects with a few of variables that can be seen in Table 2. From Table 2, regarding the assessment of external factors, it can be seen that the external factor scores of e-ID service quality is equal to 3.55. Score of external factors will be applied in the internal matrix - external.

Based on tables 2 and 3, then the score is plotted as total score of internal strategy. It can be seen in figure 3.

Table 2: External strategy factors

External strategy factors	Weight	Rating	Score
Opportunities:			
1. High-power public interest to take care of e-ID card	0.24	4	0.97
2. Development of information technology to accelerate services	0.07	3	0.21
3. Shifting social culture of community activities	0.03	2	0.07
4. Service bureaus assist in the management of e-ID card	0.14	3	0.41
Threats:			
1. The process of e-ID card printing centralized extend the completion time	0.24	4	0.97
2. The long queues due to the limited supply of tools	0.17	3	0.52
3. Service bureaus charge for aggravating the public	0.10	4	0.41
Total	1		3.55

Table 3: Internal strategic factors

Internal strategic factors	Weight	Rating	Score
Strength:			
1. Clear regulation	0.12	4	0.46
2. Free charge	0.15	4	0.62
3. Quality of human resources	0.05	4	0.21
4. Tangibles aspects	0.04	4	0.15
5. Reliability aspects	0.10	4	0.41
6. Responsiveness aspects	0.09	3	0.27
7. Assurance aspects	0.06	2	0.13
8. Empathy aspects	0.03	2	0.05
Weakness:			
1. The completion of long process	0.14	4	0.56
2. The weakness of law enforcement	0.13	3	0.38
3. The management of the remote locations	0.08	1	0.08
4. Age old employee	0.01	1	0.01
Total	1		3.33

Figure 3: Total Score for internal Strategic Internal

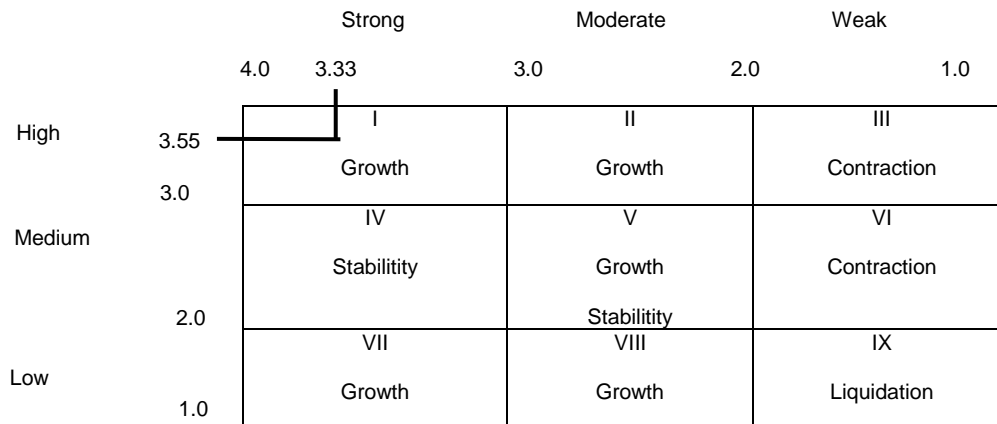


Figure 3 shows that the level of department of population and civil registration of Malang regency as well as office of Bantur district are categorized growth.

1. Strength-Opportunity Strategy

- a. To increase public education about the process of obtaining e-ID card;
- b. To implement proactive by providing a cadre system in each region;
- c. To Utilize the presence of a service bureau to assist in the management of e-ID card;
- d. To Improve the layout and architecture of the building to make it more comfortable;
- e. To Provide ISO training to staff

2. Weakness-Opportunity Strategy

- a. To Speed up the completion process by utilizing modern technology;
- b. To Increase internal oversight to the officer by installing CCTV in some locations;
- c. To Coordinate with the district in conducting surveillance;
- d. To Perform rejuvenation officer with placing young employees at the registration window

3. Strength-Threats Strategy

- a. To Prepare/draft a new regulation in order to process the printing is done in each village / village;
- b. To Multiply equipment and add personnel data recording;
- c. To supervise the service bureau that specified rates are not too high;
- d. To Issue regulations to equalize rates and service bureau

4. Weakness-Threats Strategy

- a. To Place the young officer in the printing process;
- b. To Coordinate with the district so that the location closer to the community registration applicant

Based on SWOT analysis above, then they are translated into social action and the theory of symbolic interaction. Based on the results of SWOT shows that the commitment of the bureaucrats who serve the e-ID card upholds the principle of professionalism. It is found in the study that the bureaucrats showed good attitude and they perform services without distinction (equity) and openness (fairness) in service. It shows the behavior of bureaucrats who are trying to give satisfaction to the customer e-ID card. It is closely related to behavior. This is an attitude that is often interpreted as an act.

It is difficult to distinguish between the behavior of the action. This shows that they show a professional attitude. But in this study was found for extortion in service. There are two things that cause controversy of the results of this study. On one hand the bureaucrats want to uphold the principles of compliance and professional in the line of duty, but on the other hand, there is a desire to organize the task with the desire for profit. Thus the attitude of bureaucrats is often associated with the incompatibility between word and deed. If the behavior of bureaucrats is a clear form of a deed, then the attitude of bureaucrats will be the result of the process of taste

and thought about a particular object once stimulated both from within and from outside of bureaucrats.

On the other hand, it was found that the majority of e-ID card applicant community involved in research over the age of more than 45 years. This means that they understand the care of e-ID card. This is because they follow the dissemination of e-ID card held by the office of population and civil registration. According to Max Weber, rational action is human action that can affect other individuals in the community. It means that after participating in the socialization, people gain knowledge about how to apply for an e-ID card. Mastery is then communicated to those around him that if they want to obtain e-ID card, they will be contacted. Based on the interview, the intention of the applicant with age over 45 years taking care of e-ID card is to help friends or neighbors to apply for an e-ID card. The interviews with the respondents after they followed the socialization it can provide increased scientific insights and increase income or simply for social work. In the case of interviews conducted by the applicant turns to act rationally varied. However, such interactions that appear as a result of extortion, it will cause interactions create a negative perception in society cause.

When it is analyzed from the theory of rational action Talcon Parson, it shows that the social actions carried out by the applicant through the office of population and civil registration is done through two (2) ways. First, through the flow of information that is easily accessible, so that the applicants know and understand the application process e-ID card. While the second way is through the flow of energy which, according to Parson Talcon is the practice of how the process of e-ID card. This will strengthen the distribution of information to others who do not follow socialization.

The objectives to be achieved by two (2) above approach is to strengthen the structural functionalism as a group of individuals (the applicant or the public compulsory ID cards) are integrated into a single unit. In theory Herbert Blumer of symbolic interaction that the e-ID card applicants to act based on the meaning of something that it faces through the process. It is said by Blummer referred to as self-indication. Self-indication is a process of communication on the individual that starts from knowing something, vote, giving it meaning, and decided to act on that meaning. Furthermore Blummer states that human interaction mediated by the use of symbols, by interpretation, and by the certainty of the meaning of the actions of others, not just react to each other.

To be able to establish an authority according to Max Weber, it can be done with legal-rational authority. This means that in every phasing processing of e-ID card, applicants are expected to understand the stages of a rule that must be passed as an integrated system. Furthermore, in this study stated that the implementation of e-ID card in the level of bureaucracy showed good results. This means that the services provided by the office of population and civil registration gives optimal results, although in some districts, especially in the districts Bantur who have not shown optimal results. Thus the public service is not only related to infrastructure alone, but it is more important as the element of human resources to provide services. Demands for services are not only concerned with the quantity of people served, but more important is the quality of those services, and how the bureaucracy works in providing services will contribute to a larger organization.

Social relationships that have been formed through socialization must continue to be done, so that the public mindset in the face of change of use of old ID cards to electronic-based e-ID card. Such changes may change the paradigm of society. Government in providing services not only

equip themselves with various kinds of infrastructure, including human resource development, but also provides motivation to the people to always be aware of the importance of e-ID card. According to Max Weber when social relationships have been formed, then the motivation is the basis for sustaining and it is influenced by formal rationality.

The public is invited to think to always pick on the benefits of e-ID card. The Government should be able to expand the usefulness of e-ID card that it is not just limited to driving license, taking care of inheritance rights, dealing with land, marriages, but also has spread to the domain of use for transactions at the Bank, the use for treatment, education and social services for the community poor. If it is not just the use of e-ID cards, but also it can be used for social welfare. That means the government is no longer issuing health, education and social assistance card. Just one e-ID cards for all interests. Expansion of the use of e-ID card will save a lot of government spending.

Governments need to build social awareness of e-ID card program in the community. Society as a social system in which the entire structure integrated with each group selecting different functions. there are several findings related to society's view of government services as follows: a) people still find their extortion in the processing of e-ID, when there is no cost in the processing of e-ID card; b) many rural communities believe that taking care of e-ID card is useless, because dissemination of the benefits of e-ID card has not touched the people in remote areas; c) people assume that the long queue at the office of government services for the e-ID card service gives the impression of chaotic service, because the ratio between the number of people who sign up for e-ID card is more than the counter clerk; d). Public opinion says that the elderly rural difficult to register the e-ID card, because no accompanying; e) the impact of fuel price hike on e-ID card service is the high cost of transport from the region of origin to the destination e-ID card processing). The public believes that in order to maintain continuity of the implementation of the e-ID card program Malang regency government needs to decentralize authority to the level of village government; g) the public argued that need supervision needs to be improved to keep the implementation of the e-ID card in order not diverted and misused.

The strategy needs to be formulated by the district of Malang is divided into three parts: a). The first related inputs include human resource development officer, completeness e-ID card equipment to speed up the process of service, expand personnel data recording, CCTV provision for internal oversight bureaucracy, including third parties who want to take advantage of the maintenance of the e-ID card by taking services levies. Repair work place and the queuing public officers to be made as comfortable as possible and not overcrowding; b). The second part is related to internal processes in the government, namely: training and education programs for e-ID card service personnel, the revitalization of human resources to maintain the continuity of the excellent service, giving awards to officers who excel and impose penalties for officials who violate. It was necessary to the service bureau arrangement which tariff is too high to the applicant an e-ID card; c) The third part is linked to the government's attention to the people to build a society aware of e-ID cards by providing intensive both material and non-material. To improve public services, the government is providing the car around to the service of e-ID card. The service cars used to serve areas that are very far away from the service center of the e-ID card. In addition, to streamline the service of e-ID card needs to be a forum for dialogue

between the government, public and private services related to improving the quality of e-ID card.

CONCLUSION

Judging from Max Weber's theory of social action and symbolic interactionist theory of Hebert Mead, showed that the results of this study reinforce the view of Weber and Mead, that every action is carried out individually or in groups always thought positive and negative aspects of his action. It should be recorded by the government as a symbol of government services. Symbolic interactions that have been recorded by the government will be used to predict future conditions of service tailored to the capabilities and knowledge of government.

Judging from the symbolic interactionist theory, the results of this study reinforce the view Mead, that community action Malang in performing processing of e-ID card in the process of social change is strongly influenced by the soul, the view, the perception of the individual, and society, and the process of interaction in the environment or community , Interaction between government, community and private sector will not run properly if the government wants the communication process is not properly understood by the public. The government must understand the symbol of the symbol in the community through the local cultural environment, living environment, relationships within the community. The success of government programs through state policy will be successful if social measures taken by the government in accordance with the intent and desire of the community through understanding the symbols.

Judging from social theory, a theory from the interaction of symbolic and public policy theory, the results of this study reinforce the view of Pierre Bourdieu, that social action stems from the process of understanding, defining and interpretation for the public to understand the importance and benefits of e-ID card. Understanding and meanings will lead to understanding, and understanding will lead to the attitude of habit. Habits that exist in the community who can influence the Malang regency lifestyle, provide motivation, encouragement, emotional, and social skills to participate in the e-ID card program.

Judging from the theory of social change, the results of this study reinforce the view of Robert H. Lauer, that the government as the driving force of change, through the implementation of various development, among others, people who are aware of e-ID card. Goals to be achieved is the efficiency and effectiveness of services of e-ID card. the government began the process of policy planning, implementation, monitoring and oversight to be crucial as a thorough process of government policy. However, these efforts must be supported by the active role of the public and private sectors. Thus, it happens collaboration between the three stakeholders, namely the government, the public and the private sector to the success of e-ID card.

The Government is expected to absorb the aspirations of the public and private sectors for the implementation of e-ID card. The public and private sectors wish to learn the benefits of e-ID card through outreach programs undertaken by the government. The government must be aware of the culture of local communities to government programs adapted to the local culture. Results of this study provide conclusions about the views of the public and private that the implementation of the e-ID card service in Malang based on the Minister of Interior No. 9 of 2011 on guidelines for the issuance of ID cards as follows:

Firstly, the analysis of the implementation of e-ID services in Malang district government showed that the level of service has a very good quality. Excellent service performed by Malang Regency Government indicates that public and private very satisfied. But from a social analysis shows that there are still weaknesses in service, namely: (A) allegedly still the wild costs; (B) the cost of maintenance of the system mainly for the Internet and the server is still limited; (C) the range of services to rural areas is not optimal; (D) the age of e-KTP care workers on average are over 45 years old and need revitalization bureaucracy; (E) is the length of time to process the e-ID card because the equipment has not been decentralized from the center to the regions; (F) has not been given the authority to village government to the service of e-ID card in order to get closer to the public; (G) to improve service performance improvement program has been no apparatus e-ID service is comprehensive. Secondly, the analysis of the implementation of the e-ID card services at the level of society, shows that the services performed by the government are very satisfying. Community participation in the e-ID card shows that the public can receive e-ID card due to the e-ID card is essential for recording demographic data.

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