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Theme:

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Yogyakarta, November 25, 2018

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2. Prof. Tang Siew Fun (Curtin University Malaysia)
3. Ir. Tony Seno Hartono (the National Technology Officer (NTO) of Microsoft Indonesia)
4. Prof. Herman Dwi Surjono, Ph.D. (Yogyakarta State University)

Faculty of Social Sciences

Yogyakarta State University

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OPENING SPEECHES

Nowadays, digital media is the significant part of our social and cultural daily lives. The digital world is grabbing society attention vastly as many social, cultural and education activities duplicate even change our tasks in real world. It is urgent for academics to understand digital society as well as real society. However, our understanding about digital socio-cultural and education are still limited. Considering the importance of digital issues, we initiate to bring multi-stakeholders as international academics, researchers, and practitioners to contribute to the knowledge building. Our goals are to understand how digital social, humanities and education practices have been contributing and reshaping our lives.

TABLE OF CONTENTS

Paper title	Authors	Page
DIGITAL MEDIA FOR SOCIAL SCIENCES EDUCATION		
Practicality in Interactive CD Media on Course of <i>Perkembangan Peserta Didik</i>	Fifi Yasmi Elbert Hutabru Aril	1
DIGITAL MEDIA AND TECHNOLOGY IN EDUCATION		
Digital Media and Technology in Education : Improving the Learning Interest to the Young Learners Based on <i>Sparkol Videoscribe</i>	Hermia Anata Rahman Asrowi Muhammad Akhyar Haidar Fikri	5
Crafting Augmented Reality in Learning: A Co-creation Perspective	Abbot Po Shun Chen Jui Tu Liu Yu Tsu Lin Hua Chang Chiang	12
E-GOVERNMENT		
The Political Communication Strategy of President Lú Olo from Fretilin Party at the Presidential General Election in 2017	Arlindo Da Costa	20
Diffusion of Android Application Innovation in Police (Spread Case Study and Acceptance of Karanganyar District Police Android Application Messages)	Ibnu Wihansyah Sri Hartjatjo	27
Indonesia Democracy in E-government Application System	Ade Putranto Prasetyo Wijiharjo Tunggal	35
Political Communication Strategy of Fretilin Party for Coalition in Forming the Timor Leste Government 2017- 2022	Advento Jeronimo Ahsani Taqwim	47
DIGITAL SOCIOLOGY		

The Representation of Benteng Chinese Culture in <i>Cokek Sipatmo</i> Dance Through New Media	Rahmat Saehu R.B. Soemanto Drajat Tri Kartono	59
---	---	----

Social Movements of Disability Person in Getting the Equivalence Rights Through Social Media	Rahman Malik R.B. Soemanto Drajat Tri Kartono	66
--	---	----

MEDIA STUDIES

Digital Ethnography in Rural Management Communication	Dhanurseto Hadiprasadha	71
---	----------------------------	----

Cultural Identity and Popular Culture of Bengkulu	Dwi Aji Budiman	76
---	-----------------	----

Representation of Education in Papua in Denias “Senandung Diatas Awan” Film	Mj Rizqon Hasani Urip Mulyadi	83
---	----------------------------------	----

S-T-P Strategy of Televisi Kampus Universitas Dian Nuswantoro (Udinus) to Face Media Competition	Eisha Ayu Pangestika Immanuel Dwi Asmoro	90
--	---	----

Semiotic Analysis of Gender Bias in “Cook” Version of <i>Counterpain Patch S</i> Advertisement on Television	Krisna Suryanita	97
--	------------------	----

Semiotic Analysis of Communication Message Strategy in Maintaining Frisian Flag Advertisement Products on Television	Alvernia Tiara Montana Rosa Lisa Fitriana	105
--	---	-----

Utilizing Privacy for Money: Analysis of Infotainment Case on Instagram Account @Lambe_Turah	Angga Prastiyo	113
--	----------------	-----

Diffusion Of Digital Television In Tvri Of Central Java	Choirul Ulil Albab	119
---	--------------------	-----

Construction Of The Republika Portal Against The Ahok Blasphemy Case Verdict	Tommy Nautico Alkomari	131
--	---------------------------	-----

DIGITAL COMMUNICATION

Facebook Replacement Utilization as Online Business Media (Case Study on Putra Siregar Account)	Basofi Burhan Utomo	138
---	---------------------	-----

Compliance Gaining Message in Indonesia Agriculture Quarantine Agency’s Instagram (Evaluation of Persuasive Communication Using Elaboration Likelihood Model)	Puspita Wulansari Sutopo Sudarmo	145
---	--	-----

Message Production Against Hoax Based on Community	Niken Pupy Satyawati Prahastiwi Utari Sri Hastjatjo	152
--	---	-----

DIGITAL LITERACY

The Urge of Digital Media Literacy for The Millennials	Mutia Rahmi Pratiwi Mukaromah	163
--	----------------------------------	-----

DIGITAL SOCIETY

Kerjabilitas.Com as Cyber Social Enterprise in Social Media	Desario Mosquirno	171
---	-------------------	-----

SOCIAL NETWORK

Development of An Advocacy Model With A Participatory Approach in Order to Obtain The Yogyakarta Sultan's Land Use Rights	Laila Nafisah Ahmad Muhsin Yuni Siswanti	180
---	--	-----

DIGITAL CULTURE

Digital Media: An Effort To Strengthen of Cultural Identity	Yesi Yonefendi Pawito Mahendra Wijaya	189
---	---	-----

Public Policy for Digital Technology Digital Farming as Tools for Developing Food Security in Indonesia	Ari Surachmanto Prahastiwi Utari Andre Novie Rahmanto	198
--	---	-----

Analysis of Improving The Quality of Information Technology-Based Public Services Through Apparatus Resource Development on The City Government of Palembang	Hardiansyah Koesharijadi Suyanto	207
--	--	-----

The Exploration of The Function and Implementation Strategy of Principal's Visionary Leadership	Hsin Hao Chen Abbot Po Shun Chen	217
---	-------------------------------------	-----

SOCIAL SCIENCE

Petite France: A Film Based Tourism Spot	Amida Yusriana Devi Purnamasari Kang Soyun	225
--	--	-----

The Role of Farmers' Social Capital in Marketing Organic Rice Crop	Purwito Zanuar Rahmadi Ahmad Zuber	234
--	---------------------------------------	-----

	Mahendra Wijaya	
Moral Economic in Horticultural Transaction on The Koto Baru Market, Subdistric X Koto, Tanah Datar Regency, West Sumatera	Marleni Rinel Fitlayeni Ikhsan Muharma Putra	239
Social Relations in Rubber Transactions In Sijunjung District, West Sumatera	Zusmelia Rinel Fitlayeni Ansofino Felia Siska	246



ANALYSIS OF IMPROVING THE QUALITY OF INFORMATION TECHNOLOGY-BASED PUBLIC SERVICES THROUGH APPARATUS RESOURCE DEVELOPMENT ON THE CITY GOVERNMENT OF PALEMBANG

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ABSTRACT

The promises of regional leaders during the election campaign, that the services provided to the people should be easy, cheap, friendly, fast, and non-discriminatory, in short, the services provided must be of good quality. This is in accordance with the laws and regulations. But in reality there are still many conditions that are not good service, a convoluted, unfriendly service, expensive, time consuming, and discriminatory. It is allegedly due to incompetence of human resources (apparatus) and utilization of information technology in public services that have not been optimal. The good public services / quality, is not only a public demand in this era of reform, but also a paradigm shift and the development of science and technology, especially information and communication technology. The purpose of this study is to investigate and conduct an in-depth analysis of human resource development (apparatus) to improve the quality of public services based on information technology in Palembang. The research method used is a mix method, which is a combination of quantitative and qualitative methods. The results of the current study indicate that the success of improving the quality of public services based on information technology is determined by the ability of the apparatus in utilizing information and communication technology in the public service through the process of learning, education, development and training.

Keywords: services quality, apparatus development, information technology

A. INTRODUCTION

Human resource (apparatus) is the spearhead of successful implementation of regional autonomy policy. One indicator of the successful implementation of regional autonomy policy is the realization of well providing public services quality of implemented by public

service organizations, such as electronic identity card making procedure, family cards, birth certificates, building permits, land certificates, trade licenses, etc. The public services quality nowadays has taken further steps to enhance their quality of service and increase the effectiveness of organizations characterized by creating an innovative ways to enable citizen-friendly environment, cheap, fast, and interactive relation public authorities and non-discriminatory. So far, the public service is still perceived as not qualified, it can be seen from various public complaints, whether delivered directly or complaints conveyed through various media, whether social media such as facebook, twitter, google+ or mailing list, or through printed and electronical media such as newspapers or television and radio, including complaints to the Ombudsman institution, a state institution which has the authority to oversee the provision of public services, whether administered by a state-owned enterprise, a regional-owned enterprise, and a state-owned legal entity as well as a private or personal entity providing and organizing certain public services which part or all of their funds are from the budget of revenues and expenditures of state and / or regional budget and expenditure (RI, 2008).

In fact, after five years, Law No. 25 of 2009 issued on public service, complaints on poor public services until nowadays are still delivered Ombudsman of Indonesian Republic reports that the practice of undue delay still occurs in several government agencies. Undue delay is the top ranking for the type of maladministration reported by the citizens. The main problem related to the delays or late services by state agency, such as long delay permits issued by the local government, land certificate issued not well served by Land Agency office, delaying execution from court decisions, the absence of further investigation by the police, etc. In 2013, the percentage of undue delays occurred was fantastic. After undue delay issue, the other types of maladministration was 13.30% for the abuse of authority. The 18.07% was illegal procedure, then 13.67% for not providing services, and 9.24%. maladministration was demanding charges money, goods and services or extortion. The practice of undue delay services adorned from the data of research and development from Indonesian Ombudsman gathered from the citizens' reports and complaints about the complexity of the bureaucratic process provided by government service agencies. the extended series of agency workflows resulted in the completion process exceeded the finishing time (Ombudsman, 2017).

Those claims and complaints indicate that the public service is considered not qualified. These conditions and situations resulted from two perspective overviews, internal and external perspective. From the internal perspective mainly caused by many officers who has low level formal education, there are 28.14 percent (Central Bureau of Statistics, 2014) officers are still graduated from senior high school or lower, various regulations and legislation are not well understood, there are still many apparatus seem technology shocked, and incapable or reluctant to use technological advances, there are still many sites (web) of local governments not utilized optimally and lack of service ethics, while the public demand for creating an innovative ways to enable citizen-friendly environment, cheap, fast, and interactive relation public authorities and non-discriminatory are still continued to be demanding as reformation demands and demands for the campaign promise from regional leaders.

Palembang with population of 1,611,309 people (Central Bureau of Statistics, 2014) also experienced the conditions described above. The supervision results from Indonesian Ombudsman in during two months indicated that a number of public services in Palembang had not been satisfactory. This was conveyed by the Deputy Chairman of the Indonesian Ombudsman Azlaini Agus in the Public Service Supervision seminar on Thursday, September 5, 2014, at Grand Zuri Hotel Palembang. Nine public service agencies were

supervised, namely Office of Integrated Licensing Services of Palembang, One Roof System Administratin Services office (*SAMSAT*) of Palembang. Traffic Unit Office of Resort Police (*Polresta*) Palembang, First Class Immigration Office of Palembang. Population and Civil Registration Office of Palembang, National Land Agency Office of Palembang, Palembang Bari Public Hospital, Religious Affairs Office of District Ilir Barat I Palembang, and first class Prison of Palembang. The Indonesian Ombudsman conducted some basic tasks. Among other were, receiving and completing reports from claims or public complaints, investigating on self-initiative and supervising on public service provisions (Agus, 2016).

Based on the phenomena, facts and realities above, there is a gap between hope and reality. It is suspected that the occurrence of these situations and conditions, due to the development of human resources (apparatus) and utilization of information technology in public services have not been proceeded optimally. Good and qualified public services, not only as the demands of society in this reformation era, but also becomes a paradigm demands and the development of science and technology, especially information and communication technology.

B. LITERATURE REVIEW

Human Resource (Apparatus)

Human resource management is part of organizing process focuses on issues relating to the human resources aspects in an organization. Robbins (2006) argues that "Human resources management is the part of the organization that is concerned with the "people" or human resources aspect of management position, including recruiting, screening, training, rewarding, and appraising".

As an approach within an organization, human resource management emphasizes on human as the most valuable asset in the organization, supposing that human within an organization are able to work individually or collectively and contribute to the achievement of organizational goals. Regarding to the importance of human resources in the implementation and achievement of organizational goals, the need of the implementation of appropriate strategies in the implementation process of human resource management becomes an important. Implementation of human resource management in fact depends on the operational function of human resource management within an organization.

In addition to considering the operational functions of human resource management, it should be considered that human have characteristics that other resources do not possess, such as absolute prestige and dignity need to be recognized and appreciated, the mind and intelligence making them capable of constructive or destructive thinking, complex need of human makes it becomes more difficult to be identified, its distinctive background as reflected in its biographical characteristics, personality, abilities, value systems, personal motivation and perceptions of organization need to be considered in the of Human Resource Management (HRM).

Siagian (2000) says that some and other resources remain important and necessary, but they are only facilities and work infrastructures that allows an organization to perform its tasks. It is important to realize that for a human being these various resources and powers are merely "inanimate" and transform into "living tools" when mobilized and used by humans.

The concept of human resource development had been developed for long time. This development could be traced from apprenticeship training courses in the eighteenth century in small industries. Then it developed into a vocational education program followed by a technical or mechanical training program known as factory scholls in industrial revolution era. Followed by development of training program for semi-educated and uneducated workers. The condition of the workers at that time led to the emergence of the human

relations movement which saw human beings as complex, not just the same as other factors of production. Hasibuan (2000) defines human resources as: "All human beings involved in an organization in seeking the realization of organization goals. The involvement itself means beneficiaries. Involvement can also mean input suppliers and implementers of activities ". According to Sedarmayanti (2009), human resources can be seen from two aspects, "Quantity aspect concerning the number of human resources, and quality aspects concerning the ability, both physical ability and non-physical ability related to ability to work, thinking, and other skills. Robbins (2006) defines the ability as: "the capacity of an individual to do various tasks in a job". In addition, that the overall abilities of an individual is essentially composed of two sets of factors there are: intellectual ability and physical ability.

Intellectual ability is the ability necessary to do or to perform mental activities. There are seven most commonly cited dimensions that make up the intellectual abilities, namely, numeracy skills, verbal comprehension, perceptual speed, inductive reasoning, deductive reasoning, space visualization, and memory while physical ability is the ability required to perform tasks demanding stamina, dexterity, limb strength, and similar skills (Robbins, 2006).

Dari beragam pandangan para ahli, dapat dikemukakan elemen atau bentuk aktivitas proses pengembangan sumber daya manusia yang sesuai dengan kebutuhan penelitian adalah pengembangan sumber daya manusia yang dikemukakan oleh Armstrong, yang menyatakan bahwa sumber daya manusia adalah harta yang paling penting bagi suatu organisasi (Armstrong, 2006). From various experts point of views, can be raised some elements or forms of human resource development activities process in this research uses the theory of human resources development proposed by Armstrong, which states that human resource is the most important property for an organization (Armstrong, 2006). Therefore, human resources must be trained seriously so that organizational goals can be achieved as expected. One of means that can be used by the management to carry out investment and training on human resources in the organization is to develop the human resources through the process of learning, education, development and training).

Public services

One of the products of public organization is public service. Levine (1990) argues that the product of public service within a democratic state must at least meet three indicators. First, responsiveness or service provider responsiveness to the expectations, desires, aspirations and demands of service users. Second, the responsibility or a measurement indicates how far the process of public service delivery is carried out responsibly and in accordance with the principles and provisions of the administration and organization in well manner as assigned. Third, accountability is a measurement showing how much the process of service delivering in accordance with the interests of stakeholders and norms developed in society.

According to Saefullah (2008) Public service is the service given to people who become citizens or who legally become residents of the country concerned. Thus, judging from the process, in public service there is an interaction between the giving service with the given service. The government as a bureaucratic institution functioning to provide services to people, while the population as the party giving the mandate to the government has the right to obtain services from the government. In practice, Saefullah argues that public services provided to the people can be distinguished in two major groups: 1) public services provided without regard to Personal individual, but given depending on general population needs, including the provision of transportation facilities and infrastructure, the provision of population centers and civil records, the construction of educational institutions, religious

institutions, and etc; 2) individualized services, including citizen-friendly services, cheap, fast, especially in obtaining ID cards and other licenses and permits, travel tickets, and so on.

In new public service model, the public service is based on democratic theory which teaches egalitarian and equality of rights among citizens. In this model, the public interest is formulated as a result of dialogue from various values in population, not formulated by the political elite stipulated in law. Bureaucracies in whom it provides public services should be accountable to whole people. The role of the government is to negotiate and explore various self-interest of citizens and various groups in community. In this model, the public bureaucracy must not only be accountable to the rule of law, but also to the values existing within the population, prevailing political norms, professional standards, and citizens' interests. This is an ideal series of public service concepts in democratic era.

Furthermore Dwiyanto (2006) argues that based on the paradigm of new public service as mentioned above, the ideal public services must be responsive to the various interests of public values that exist. The government's task is to negotiate and elaborate the various interests of the citizens in the community. It implies that the characters and values contained in the public service must contain the preference of values within the population. Because of the population is dynamic, so the character of public service must always change according to the population growth.

C. RESEARCH METHODS

This research used quantitative approach through distributing questionnaires to respondents. The respondents were apparatus directly dealing with people in public service procedures in Palembang Governance, there were 200 people taken as sample using random sampling technique.

D. RESULT AND DISCUSSION

To support the description of the research results, the following is presenting the description of the research object (Profile of Palembang Governance), the characteristics of respondents and the results of descriptive data processing from human resource development (apparatus) and the quality of public services based on information technology in Palembang Governance.

Profile of Palembang Government

Palembang is one of the metropolitan cities in Indonesia and geographically is located between 2°52 'to 3° 5' South Latitude and 104° 37 'to 104° 52' East Longitude with an average height of 8 meters from sea level. The total area of Palembang City is 400.61 km² which is administratively divided into 16 districts and 107 sub-districts. Palembang is the capital city of South Sumatera Province with boundaries as follows: The Northern regions are *Pangkalan Benteng* Village, *Gasing* Village and *Kenten* Village, *Talang Kelapa* district, *Banyuasin* Regency; Southern regions are *Bakung* Village, *Inderalaya* district, *Ogan Ilir* Regency and *Gelumbang* District, *Muara Enim* Regency; Western regions are *Sukajadi* Village, *Talang Kelapa* district, *Banyuasin* Regency; and the eastern regions are *Balai Makmur* village, *Banyuasin I* district, and *Banyuasin* Regency.

Based on the geological conditions, Palembang City has a diversified relief consisting of alluvial soil and sandy clay. In the southern part of the city, rocks are in the form of water-permeable clay sand, the northern part is waterproof sandstone clay, while the western is gravel clay, clay water-permeable sand.

The Authority of Palembang Government

The authorized compulsory duties of Palembang government are: (a) planning and controlling development; (b) planning, utilizing, and supervising of spatial city; (c) implementing of public order and public safety; (d) provisioning of public facilities and infrastructure; (e) public health servicing; (f) provisioning education service; (g) preventing of social problems; (h) employment services; (j) environmental controlling; (k) land services; (l) population services, and civil records; (m) public administration services; (n) investment and administration services; (o) other basic services; and (p) other mandatory matters mandated by legislation.

Furthermore, the government of Palembang City has optional affairs related to potentially and practically giving benefit in improving society welfare in accordance with the conditions, local specialty, and local features concerned. The government's optional affairs require vision based on carefulness, precision and responsibility on priority scaled development planning and concern to see the problems in line with people dynamics in Palembang.

According to the Regional Regulation of Palembang City Number 3 Year of 2001 on Formation, Position, Duty, Principal, Function and Organizational Structure of Regional Technical Institution, Civil Servant (*PNS*) working in Palembang government is divided into 3 major groups of work units namely Regional Secretariat, Department, and Agency and Office Centre of Palembang.

Based on Palembang Mayor's Regulation no. 32 Year of 2010 on Guidelines of Integrated Licensing Services of Palembang, there are 29 types of service permits issued by the Government of Palembang through the Licensing Services Office, among them are: Description of City Plan; Description of the Environmental Review; Hygienic Description and Sanitation; Swamp utilization permit; Operational Permit of Advertising Services Bureau; Advertising License Agreement; Building permit; Business Place Permit; Tourism Business License; Industrial License; Company Registration Permit; Trading Business License; Funeral and Custody License; Optical Organizing Permission; Pharmacy Administration License; Drug Store Operation Permit; Permit for Health Service Facilities for Basic Medical Field; Pharmaceutical Practice License; Licensed Pharmacy Assistant Practice and Associate Pharmacy Assistant; Midwife and Midwife Practice License; Nurse Work Permit; Dental Nurses Permit; Fishery Business License; Animal Cutting Permit; Regional Wealth Use Permit; Group C Material Mining Permit; City Road Utilization Permit; Liquid Waste Disposal Permit and Construction Service Business License.

Characteristics of Respondents

Human resources (apparatus) who are working in governance organizations are called civil state apparatus. To deploy a reliable and capable apparatus, almost all elements of government leadership always prioritize human resource development program (apparatus) than other programs. However, the implementation of human resource development (apparatus) is not always running as expected due to the unavailability of adequate budget allocated by the local government for the development of human resources (apparatus). Local governments prioritize budget allocations for physical development, the construction of roads, bridges, etc., because physical development will be resulting more visible directly by the citizens than the development of human resources (apparatus). Moreover, in the current reformation era, where their existence will depend on their respective constituents.

From total of 250 questionnaires distributed to the apparatus in the Palembang Governance, returned questionnaires and declared valid were 200 questionnaires where the discussion will refer to. To find out more clearly about the profile of respondents, the researcher presents the composition of respondents by gender, age, education level, and years

of service, as follows: Female respondents were 56%, male respondents were 44%, respondents age dominated by 31- 40 years were 41.7%, and for education level, the most dominant respondents were bachelors (S1) as much as 61.0% and the most dominants for work period were from 6 to 10 years, or 29.8%.

Validity and Reliability Test

In this research, constructive validity test was used to prove the homogeneity of the instrument. To find the results, the correlation values of each question item were calculated and then compared with the *r table* value as an indicator of consistency between item scores and the overall scores. *r table* score obtained from critical *r table*, with 200 respondents then the df value was $n-2$ or $200-2 = 198$ so the *r table* value was 0.1388. The variable item is valid if the value of *r obtained* > *r table*, so the result from the validity test from the questionnaire for variable X showed that one of statement items was invalid so the statement was not included in the calculation and subsequent analysis.

Reliability is the level of significant coefficient from measurement results. Significant reliability is a measurement which provides reliable results. Eventhough theoretically claims that the reliability coefficient is about 0.00 to 1.00, in reality the coefficient of 1.00 is never reached in measurement because the research subject is human beings consisting a potential source of errors. This research used alpha cronbach method to show the reliability of the instrument. The alpha value can be interpreted as the correlation coefficient ranging between 0 and 1. The higher the alpha value, the higher the reliability of the instrument, in other words the measurement error becomes lower. Reliability test results conclude wether or not the test instrument used is reliable.

The Result of Estimated Multiple Regression Model

The result of estimated regression model on the influence of Human Resources Development (learning, education, development and training) towards public services quality based on information technology. The result can be seen briefly in the following table:

Before further analysis, classic estimation test and hypothesis test were conducted. There were several classical assumption test used in this research, namely normality test, multicolinear test, heterokedasticity test, and autocorrelation test, the test were analyzed using simultaneous test (*F test*), partial test (*t-test*) and Determination Coefficient test (*R2*).

Classic Estimation test

The classic estimation test is an analysis conducted to detect the presence of any errors on a regression model follow a process. The multiple linear regression test requires data Best Linear Unbias Estimator (BLUE), to get BLUE data, it is necessary to conduct some analyses such as normality test, multicollinearity test, heterokedastisity test and autocorrelation test.

The Linearity and Normality test

The Linearity testing between dependent and independent variable can be done by plotting residuals. When the residual plots follow a straight line for each additional value from independent and dependent variables, it is assumed that the model is linear. Since the residual plot is close to a straight line then the estimation of linearity is met. The purpose of normality test is to find out whether or not the regression model, the dependent variable, and the independent variable have both normal distribution, while the regression test aims to find out whether or not there is a significant influence between the dependent variable and the independent variables.

Based on the research, when the data is spread around the normal line and follows the diagonal direction, the regression model meets the estimation of normality and the regression model is normal.

Autocorrelation test

Autocorrelation test is found from Durbin Watson statistic value. Regression model indicates no autocorrelation if Durbin Watson (DW) value lies between 1.55 - 2.46

Table 3. Durbin Watson Value Terms

DW Value	Results
Less than 1,10	Autocorrelated.
1,10 and 1,54	Inconclusive.
1,55 and 2,46	not autocorrelated.
2,46 and 2,90	Inconclusive.
More than 2,9	Autocorrelated.

Based on table 3 and table 4, the value obtained lies between 1.55 - 2.46. It indicates not autocorrelated. Because Durbin Watson value is 1.897 it indicates not autocorrelated

Hypothesis test

After ensuring that the data has been free from classical estimated errors then hypothesis testing is analyzed. Hypothesis analysis uses 2 (two) tests; *t test* (Partial) to detect the presence of the partial influence of each independent variable towards dependent variables, and *F test* (Simultaneous) to detect the presence of simultaneous influence of both independent variables towards dependent variable.

Simultaneous Test Procedure (*F test*)

F-test (F_h) or ($p < 0,05$) test is intended to test whether or not the variable of learning, education, development and training simultaneously influence the effectiveness / quality of public services based on information technology. To test the hypothesis, *F test* is conducted by comparing *F score* with *F table*. When *F score* > *F table* indicates the estimated regression and the correlation coefficient is significant so that H_0 is rejected and H_a is accepted. Or can also be seen from the level of significant alpha (α) = 0.05. If the significance value > 0,05 then H_0 is rejected and H_a is accepted. H_0 : indicate that there is no significant simultaneous influence between the variables of learning, education, development and training on the effectiveness / quality of public services based on information technology. H_a : indicates that there is a significant simultaneous influence between variables learning, education, development and training on the effectiveness / quality of public services based on information technology

$$F_{(4,195)} = 2,42$$

$$F \text{ score} = 84,461$$

From the data analysis in table 5 above can be obtained the following results: by taking a significant level of 0.000 ($p < 0.05$) then H_0 rejected and H_a accepted. In the result of variance analysis (ANOVA) can be seen that *F score* is 84,461 it indicates higher than *F table* $F_{0,05} (4,195) = 2,42$. Based on the analysis can be concluded for *F test* obtained results H_0 is rejected and H_a is accepted which means simultaneously among variables learning, education, development and training affect the effectiveness / quality of public services based on information technology.

Partial Test (*t*-test)

The hypothesis analyses for partial test among the development of human resources / apparatus and the quality of public services based on information technology are as follows:

- | | |
|----|---|
| H | Assumed that there is a significant partial influence between the learning |
| a1 | variable and the effectiveness / quality of public services based on information technology. |
| H | Assumed that there is a significant partial influence between the |
| a2 | education variable and to the effectiveness / quality of public services based on information technology. |
| H | Assumed that there is a significant partial influence between development |
| a3 | variable and the effectiveness / quality of public services based on information technology. |
| H | Assumed that there is a significant partial influence between the training |
| a4 | variable and the effectiveness / quality of public services based on information technology. |

Untuk melihat pengaruh secara parsial antara variable bebas terhadap variabel bergantung di lakukan uji t. To see the partial influence between independent variables and the dependent variable *t test* was conducted.

Criteria of *F test*

If - $t \text{ tabel value} \leq t \text{ score} \leq t \text{ tabel value}$ so H_0 is accepted

If - $t \text{ tabel value} < t \text{ score}$ or $t \text{ score} > t \text{ tabel value}$, so H_0 is rejected

or

If $\text{significance} > 0,005$, so H_0 is accepted

If $\text{significance} < 0,005$, so H_0 is rejected

To calculate $t \text{ tabel value}$ is $\text{significance} = 0,05/2 = 0,025$ with $df = 200-2 = 198$.

From *t table* obtained score = 1,972

Partially variables of learning, education, development and training have significantly influenced to the effectiveness / quality of public service based on information technology.

Coefficient of Determination Test (R^2)

Based on the results of multiple linear regression analysis, it is found that the coefficient of determination denoted by R^2 was 0.634 means that 63.4% of the effectiveness / quality of public services based on information technology is influenced by the variables of learning, education, development and training.

Model Regresi Linier: Linear Regression Model:

$$Y = 15,220 + 1,339X_1 + 1,397X_2 + 1,295X_3 + 0,372X_4$$

Based on the results of statistical calculations as presented above, it can be concluded that simultaneously and partially "human resource development with dimensions of learning, education, development and training significantly influence the quality of public services based on information technology." These results in accordance with the research results conducted by Paranoan (2013) which suggests that the development of human resources through education and training has an impact on improving the ability to complete daily work, and in enhancing employee morale and trust while providing quality service. Quality of

service is determined by the interaction of motivation in providing service and employee trust.

E. CONCLUSION

Based on the results of statistical calculations and discussion / analysis, it can be concluded that simultaneously and partially "the development of human resources with the dimensions of learning, education, development and training significantly influence the quality of public services based on information technology. This conclusion implies that the quality of public services based on information technology will increase when the human resources continue to learn, to develop, and providing opportunity to follow formal and informal education and they are facilitated to follow various training related to information and communication technology partially and simultaneously.

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