



## Website for Good Governance: Inside the Public Communication and Engagement of DPRKP Kabupaten Serang

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### ABSTRACT

This study aims to analyze the use of DPRKP Kab. Serang's website as a media for public communication and how it is implemented to establish good governance. Good governance refers to a set of principles and practices that contribute to the effective and responsible management of public affairs. It emphasizes that government actions are clearly communicated to the public. This study applied descriptive qualitative study by conducting direct observation, literature study related to media publication in government institutions and good governance and in-depth interviews with 45 respondents. The result of this study showed that the use of DPRKP Kab. Serang's website as a media for publication served as a platform for public communication for information dissemination. Thus, the implementation of good governance in DPRKP Kab. Serang's website is generally good. Good governance principles have been implemented such as participation, transparency, accountability, effectiveness and efficiency.

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## INTRODUCTION

According to Nowstorm and Keith Davis (1972), "Communication is a process of passing information and understanding from one person to another or one business organization to another." It is a way of reaching others with facts, ideas, thoughts and values." It is a bridge of meaning among people so that they can share what they feel and know. Communication is considered one of the most important interactivities among human beings because it allows us to share information, ideas, and emotions with others. Effective communication is also important for professional success. It helps us to convey our ideas and thoughts clearly and concisely, and to understand the perspectives of others. It allows us to collaborate and work effectively with others, and to build strong, productive relationships with colleagues and clients.

Due to the development of technology there are many types of communication media which have been introduced to satisfy the increasing communication needs of people. According to Nguyen, digital communication refers to any form of communication taking place through technology and electronic mediums, and has marked a tidal wave of revolution in the 21st century (Nguyen, 2017). Digital communication is the process of transmitting information digitally. It provides users with instant access to the information in real-time frequently. The need for digital communication has become indispensable. Digital communication is fast, efficient and convenient.

Nowadays, there are many organizations which are already aware of the existence of digital communication because it distributes information faster, and can inform the public what has been frequently achieved by the

companies so that everyone could access it freely. Similar concept was discussed by Wardah (2017) that management of a website as a public information media in the public relations and information utilized a public relations management process. While Hong (2013) discussed the increasing use of online media, such as websites, blogs, and social networking sites, by the government for various public relations purposes are often regarded to promote democratic values and public trust in government by helping the government provide the public with information and respond to citizen inquiries.

As a development of the digitalization era, Dinas Perumahan Rakyat dan Kawasan Permukiman (DPRKP Kab. Serang) as a government agency is taking the benefit of digital communication. As one of the government agencies, DPRKP Kab. Serang embraces digital communication by using a website as a media publication. Media publication means a publication whether printed or electronic whose purpose is to educate and deliver the information. In this digitalization era, electronic media publication becomes more useful because it is easy to access. Media publication is more efficient, as well as public service efficiency. Furthermore, DPRKP Kab. Serang embraces this chance as their improvement. It is applied as government efforts to realize good governance.

This study aims to discuss the use of DPRKP Kab. Serang's website as a media publication and how DPRKP Kab. Serang implements good governance through its website.

## Good Governance

According to the United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP), Good Governance is measured by the eight factors:

1. Participation is an opportunity for everyone to voice their opinions through institutions or representations. Therefore there must be a combination of the efforts of the local government and the community, participation is needed which encourages initiative, creativity and community participation in order to increase the success of regional development.
2. Rule of Law refers to a principle that all individuals and institutions, including government, are subject to and accountable to the law, which is fairly applied and enforced.
3. Transparency: it means that every policy taken and implemented by the government must be carried out under existing regulations and must be implemented with reference to the principle of openness.
4. Responsiveness refers to the willingness and ability of government institutions to address the needs and concerns of citizens and to provide timely and effective services. Good governance needs institutions and processes to attempt to serve all stakeholders within a reasonable time.
5. Consensus Oriented emphasizes the importance of building consensus and ensuring that the interests of all stakeholders are taken into account in decision-making processes. This principle recognizes the diversity of interests, values, and perspectives within a society and seeks to build consensus through inclusive and participatory processes.
6. Equity and Inclusiveness refers to the fair and just distribution of resources, opportunities, and benefits to all members of society, regardless of their race, gender, ethnicity, religion, or social status. Good governance ensures justice for the community.
7. Effectiveness and Efficiency refers to the ability of government institutions and processes to achieve desired outcomes and goals in a timely and cost-effective manner.
8. Accountability in good governance means all institutions involved in good governance have full responsibility to the public for the sake of improving the quality of society. Every task and responsibility of the regional government must be carried out in the best way by utilizing resources efficiently for the successful administration of regional government because every policy and action taken must be accountable to the public and from a legal perspective.

To realize good governance, e-governance is one of the important tools to enhance the quality of a governance. According to the World Bank (2015) electronic Governance is the application of Information and Communication Technologies (ICTs) for delivering government services. ICTs is a diverse set of technological tools and resources used to transmit, store, create, share or exchange information. There is a strong correlation between ICTs and the usage of websites as a media publication for government agencies. The advancement of ICT has made it possible for government agencies to establish a strong online presence through the use of websites to convey information, interests of stakeholders as well as announcements. Website as a media publication represents the company's image; therefore, it must be designed properly. This study focuses on the use of DPRKP Kab. Serang's website as a media publication and how DPRKP Kab. Serang implements good governance through its website.

### Government Communication

Canel and Sanders (2012) stated "Government communication refers to the aims, role and practice of communication

implemented by executive politicians and officials of public institutions in the service of a political rationale, and that are themselves constituted on the basis of the people's indirect or direct consent and are charged to enact their will". It signifies that government communication refers to the activities of public sector institutions and organizations aimed at conveying and sharing information. This information's primary purposes are presenting and explaining government decisions and actions, promoting the legitimacy of these interventions, defending recognized values, and helping to maintain social bonds.

Government communication is a crucial element in public organizations and forms a part of organizational communication. Organizational communication aims to ensure that everyone within the business is on the same page and aware of the company's goals and objectives. It helps to strengthen and maintain relationships between employees, their customers, and their clients. In implementing good governance, there is a Presidential Decree Number 9 of 2015 about Public Communications Management that in order ensure the Working Cabinet's successfulness, to gather public feedback, and hasten the distribution of government policy and program updates, it is crucial to promptly and precisely communicate all government policies and programs across sectors and regions to the public. This must be achieved through different communication channels, with an integrated approach that is objective, high quality, and easily comprehensible to all.

Likewise, the Minister of Communication and Informatics of the Republic of Indonesia, Rudiantara (2017) stated in the Government Public Relation (GPR) Event in Surabaya, local governments use government-owned social media accounts in communicating with the public.

When government communication has been established, and with the availability of media publication as a platform for disseminating information, it will be even more useful to interact with the public in order to achieve good government communication.

### **Media Publication**

Media publication is a form of disseminating information, news, or other content to the public through various media channels, such as newspapers, magazines, television, radio, websites, and social media. It involves creating and distributing content that can be consumed by an audience in different formats, such as text, images, audio, and video. Media publication aims to inform, educate, entertain, and engage the public, and can be used by individuals, businesses, organizations, and governments to promote their ideas, products, or services. Media publications serve as a channel for disseminating information and engaging with the public, which enhances the transparency and accountability of the government. Media publications have a role as a platform when the government wants to communicate with a wider audience or reach a specific target group through various media channels, such as websites.

### **Website**

Loudon and Traver (208) states that a website, or www (world wide web), is one of the media for disseminating information through the internet network. Website is a group of interrelated web pages which typically contains multimedia elements such as images, text, and videos that are arranged in a structured manner to provide information, promote products or services, or facilitate communication.



## Good Website Criteria

According to Dalhousie University, there are six criteria for assessing the quality of information in website despite the graphic or design such as:

1. Authority in a website indicates that the individual, organization, or the operator in managing the site has the appropriate expertise and understanding to do so. There should be clear contact information to assure that a website has authorization to present the information.
2. Accuracy in a website means a reliable website that provides information that has passed Proofreading which is free from errors in grammar, punctuation, and spelling.
3. Objectivity in a website that presents information objectively will have better quality information than a website with strong biases. When assessing a website, it is important to identify any obvious or implicit biases. The website content should also have a neutral tone in providing information; does not impartial to anyone and does not lead opinions.
4. Currency means the accuracy of information sources is often influenced by how recently it was published and how often the site is updated or maintained.
5. Coverage is a comprehensiveness of a website's information which is a crucial factor to consider. The site's intended purpose and scope should be precisely defined.
6. Appearance indicates the visual appearance of a website which is important for user experience such as first impression, user experience, branding and identity, communication and information hierarchy and emotional impact and engagement.

## Website in Government Agencies

Government websites have very important roles and functions important in disseminating information to the public. Websites serve as a liaison tool between government agencies and the public. Website is utilization in the field of new media or in the government better known as e-government. At the moment many government agencies in Indonesia, both the central government and regions that develop public services with e-government through communication and information networks in the form of websites.

In 2003, the government issued Presidential Decree Number 3 of 2003 as a followup effort to support the implementation of e-government in order to improve the quality of service to the community, especially information services and creating good governance. In summary, the goal of e-government is to form a network of communication between the public, the private sector, and other governments that can expedite interactions, transactions, and services. The roles and benefits of government website development are as follow:

1. Present all information regarding the potential of the inner region, all aspects of the life of the government area concerned.
2. Disseminate government policies/ programs and information about other governments to the whole society, especially people who are reached by the internet network. As well as being benchmarks for monitoring government activity.
3. Provide media for the local government to get feedback from its citizens and community members.
4. Website is made as a media to interact with the public.



## METHODOLOGY

The method used in this study is descriptive qualitative study. According to Moleong (2010) descriptive qualitative research is a study that explains to understand the phenomenon of the subject of research, behavior, perception, motivation, action, etc., holistically, and the way of describing the result in the form of words and sentences. The purpose of qualitative research focused on promoting a deep understanding of a particular phenomenon such as environment, a process, or even belief.

The descriptive method in this study aims to obtain a factual understanding of the use of DPRKP Kab. Serang's website in implementing good governance. The research variable is determined by the compliance factors of good governance for instance participation, transparency, accountability, effectiveness and efficiency. The writer has conducted direct observation and interviews to collect the data, and documentation to support this study. The data employed in the analysis were obtained during the internship program from September 5th - November 18th, 2022 in DPRKP Kab. Serang. researcher understands the problem and the research" (2003). Meanwhile, according to Ritchie "Purposive sampling refers to selecting research participants that can speak to the research aims and who have knowledge and experience of the phenomenon under scrutiny" (2016).

The study population is limited to DPRKP Kab. Serang employees, and Serang Subdistrict people. Meanwhile, from the population, it is selected based on respondents' criteria, specifically respondents who have accessed and have the desire to access the DPRKP Kab. Serang's website. The priority respondents selected are those who have used and known about the DPRKP Kab. Serang's website. Furthermore,

from this population, the research samples were selected.

Moreover, this study uses triangulation for data validation. Patton states "Triangulation refers to the use of multiple methods or data sources in qualitative research to develop a comprehensive understanding of phenomena" (1999). This study used data triangulation throughout the entire research process. This involves implementing strategies to ensure that the data collected is reliable and accurately represents the research phenomenon being studied. In this way, data validation helps to ensure the accuracy and trustworthiness of the data analysis to collect the findings, draw conclusions and develop recommendations of this study. The data triangulation scheme is provided below.

### DATA TRIANGULATION

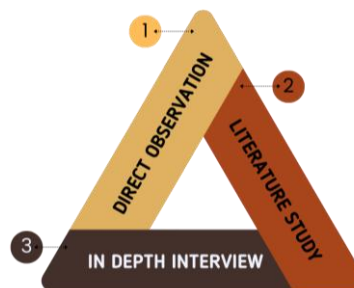


Chart 1. The data triangulation scheme drawn by Putri, May. 2023

## RESULTS AND DISCUSSIONS

Having a good website is essential for effective communication in government agencies. The website is a valuable tool for disseminating information to the public and providing access to services. However, designing a good government website requires attention to several criteria towards user-friendly websites such as accessibility, design, and content. These criteria are critical in ensuring that the website meets the needs of its intended audience and communicates

the agency's messages effectively. Therefore, in discussing the usage of DPRKP Kab. Serang's website as a media publication, it is important to consider these criteria and evaluate how it is implementing "good governance". This will allow for a more comprehensive understanding of the usage of a website in government agencies to provide insights into how it can be improved to better serve its intended purposes.

### Respondents Demography

The research instruments used in this study are semi-structured interviews. According to Willig, the semi-structured interview provides an opportunity for the researcher to hear the participant talk about a particular aspect of their life or experience (2008). This approach encourages participants to speak freely and openly about their experiences and perspectives in greater depth. The semi-structured interviews are placed into two sessions; the first session was during the writer's internship which was conducted in DPRKP Kab. Serang from September 5th - November 18th, 2023 and after the second session was conducted March 13th - 31st, 2023 in Serang subdistricts. The demographic detail of the respondents are chosen by purposive sampling considering Serang Regency has 29 sub districts according to Central Agency on Statistics of Serang. Regency in 2020, then the number of districts selected are 8 sub districts which are Anyar, Bojonegara, Carenang, Kramatwatu, Lebak Wangi, Mancak, Pulo Ampel and Waringinkurung due to the reason that Priority Development Areas of Serang Regency in 2022. The number of respondents during interviews are 45 respondents. Due to ethical consideration and confidentiality, the writer chose not to mention the name of all the respondents.

#### a. Gender

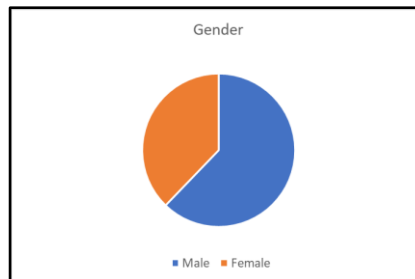


Chart 2. Pie chart of respondents' gender percentages, drawn by Putri, April. 2023

Based on the chart above, it shows that the percentage of male respondents is more than female respondents. A total of 28 respondents are male and 17 respondents are female. The percentage rate of male 62% and female 37,8%.

#### b. Last Education

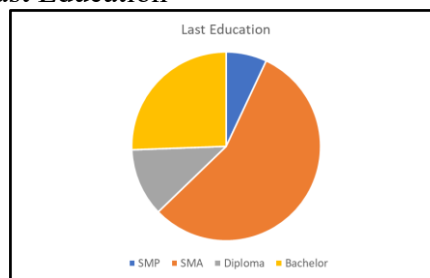


Chart 3. Pie chart of respondents' last education percentages, drawn by Putri, April. 2023

Based on the chart above, it shows that the majority of respondents' last education is Senior High School (SMA) with a total of 24 respondents (53,3%). The second majority is Bachelor with a total of 11 respondents (24,4%). Thus, 5 respondents are Diploma holders (11,1%), and 3 respondents are Junior High School (SMP) holders (6,7%). Furthermore, the minority of respondents is Postgraduate with a total of 2 respondents (4,4%).

#### c. Occupation

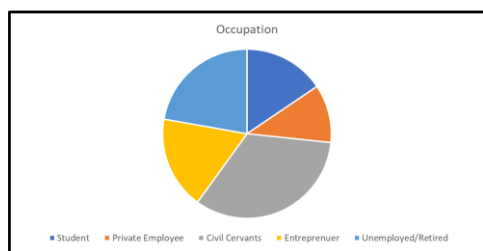


Chart 4. Pie chart of respondents' occupation percentages, drawn by Putri, April. 2023.

Based on the chart above, it shows that the majority of respondents' occupation is Civil Servant with a total of 15 respondents (33,3%). The second majority is Unemployed/Retired with a total 10 respondents (22,2%). The third majority is Entrepreneur with a total 8 respondents (17,8%). Thus, the minority is students with a total 7 respondents (15,7%). And the lowest percentage is respondents working as private employees with a total 5 respondents (15,5%).

### The Roles of DPRKP Kab. Serang's Website as a public communication within the scope of DPRKP Kab. Serang

Public communication involves sharing information and ideas with the public through various channels and platforms. Public communication plays a vital role in shaping public opinion, behavior, and facilitating public participation. The DPRKP Kab. Serang's website serves as a platform for public communication. These are two roles of DPRKP Kab. Serang's website as a public communication within the scope of DPRKP Kab. Serang as follows:

1. Information dissemination:  
DPRKP Kab. Serang's website enables its employees and the public to access information, policies, and programs. It provides a centralized platform for delivering official updates, news, and announcements.
2. Transparency and accountability:

DPRKP Kab. Serang's website promotes transparency by making the information readily accessible to the public. It allows people to access public reports and documentation fostering accountability and trust in local governance.

In implementing good governance, it is important to consider public engagement. Public engagement helps hold the government accountable, provides feedback for improvement, promotes citizen participation, and builds trust and legitimacy. Monitoring public response enhances governance practices and ensures alignment with community needs and expectations. DPRKP Kab. Serang's website facilitates public engagement by providing channels for feedback, inquiries, and participation. There is a feedback form enabling the public to have a voice.

### The findings of the study

According to Verma, more than 75% of users judge a company's credibility just by looking at its website design (2022) but accessing the quality of a good website is not only by seeing the graphic and design. A good quality website is determined by criteria of good website. This following part describes authority, accuracy and objectivity.

1. Authority indicates organization or the operator in managing the site has the appropriate expertise. According to the Secretary, the DPRKP Kab. Serang's website is managed under secretariat division, there are 2 administrators who operate the website.
2. Accuracy in a website means providing reliable information that has passed proofreading. Before the content is published, there are a few steps as seen in the flowchart below.



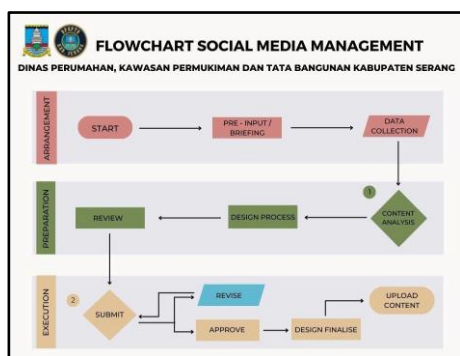


Chart 2. Flowchart Social Media Management. Drawn by Putri November, 2022.

As seen on the flowchart above, there are several steps before uploading the content. It is divided by three main steps: arrangement, preparation and execution. The first is an arrangement where there is a pre-input and/or briefing to decide the content theme then followed by data collection. After the data collection is finished, the second step is preparation where the content analysis begins and followed by a design process afterwards. When the design is finished, it goes through a review section. This is where the proofreading takes place whether the submitted content would be revised or approved. Next, the third step is execution. After the proofreading is finished, there will be a design finalization process one more time before content upload.

3. Objectivity is to ensure the accuracy of a website, there are few standards like credible information, reliability of the author. According to the Secretary, all the contents were published in DPRKP Kab. Serang's website is made and reviewed by the secretariat division then approved by the Head of Department so that the information is reliable, accurate and not ambiguous.

By meeting these criteria, a good website can provide quality to attract and retain visitors in delivering and engaging content to

improve information dissemination to the public. It enhances the credibility and professionalism of the website as a media publication platform. For good measure, using a website as a media publication in government agencies can play a crucial role in implementing good governance principles. Good governance requires transparency, accountability, and effective communication between the government and citizens.

### The functions and Roles of DPRKP Kab. Serang's Website Based on User Experience

Government communication is essential for disseminating information to the public and creating awareness of government policies, programs, and services. A website serves as an essential tool for government agencies to communicate with the public in a timely and effective manner. Through websites, government agencies can establish a direct line of communication with the public and provide them with access to relevant information. According to the Secretary, "The main function of DPRKP Kab. Serang's website is as a media for government communication between the government and citizens to provide information about policies, regional program information and services, as well as news and updates about government activities"(2022). While the Sub-Division Head of Finance, Program and Evaluation states this website is beneficial to disseminate information efficiently and effectively with only one click to access (2022). Additionally, the convenience provided by the website has simplified access to information within seconds (2023).

DPRKP Kab. Serang's website was made and managed in early 2018 by the third party company but since 2022 this website is managed directly under the Secretariat division as mandatory from the Regent.

Currently, this website already has a total of 600 visitors weekly or 70-85 visitors every day (Admin. 2023). It is a representative image of a DPRKP Kab. Serang because it serves as a digital platform to interact with Serang Regency people.

### The Service or Feature when accessing the DPRKP Kab. Serang's Website

As a media publication from a Government Agency, the website is expected to be of high-quality services to increase user satisfaction. A well- designed and user-friendly website can improve the public's perception of the government agency, and increase their trust in the government's ability to provide quality services. This following part describes the service and features of DPRKP Kab. Serang's Website;

#### 1. Accessibility

A website that offers a seamless and user-friendly experience is more likely to satisfy its users. The accessibility of a website's features is essential for accommodating a diverse range of users. A website that considers standard accessibility, provides clear instructions, and optimizes usability for different devices and user scenarios enhances the overall user experience and inclusivity. According to the Village Chief of Karangkepuh village of Bojonegara subdistrict, "As more people in the village have phones than a computer, DPRKP Kab. Serang's website has a mobile-friendly feature which makes it easy for everyone to access the information" (2023).



Figure 1. DPRKP Kab. Serang's website is accessed through mobile view. Retrieved by Putri, May 2023.

#### 2. Design and Content

A user-friendly website aims to provide positive and efficient user experiences; clear instructions, eye-catching visuals and branding images have important roles in achieving that goal. Here's why they are beneficial for attracting visitors; When visitors land on a website, they typically have specific goals in mind, such as finding information, making a purchase, or completing a form. Clear instructions guide visitors to navigate and find the information they need. Clear headings, organized sections, and consistent formatting help users quickly understand the structure of the website and locate relevant information. Providing clear instructions enhances user satisfaction and encourages them to engage further.

*"When I accessed the DPRKP Kab. Serang's website homepage, the first thing that came to mind is how simple and neat the design is. There is also a category to choose from the news provided, it is so helpful"* (Anonymous 1#. 2023).

Moreover, well-formatted content is also needed so that visitors can scan easily. Instead of reading every word from top to

bottom, the average Internet user skims through the text on a web page. Users prefer to quickly scan essential sections of a website to see if it is relevant to their needs. Government websites often contain complex information, such as laws, regulations, and policies. Well formatted content helps present this information in a clear and readable manner, making it easier for users to understand and interpret.

*“Usually before we submit the proposal for building planning infrastructure, we ought to go to DPRKP Kab. Serang office to get information of the outgoing programs. Since the website exists, getting information is easier because it serves recent information in a clear and understandable explanation” (Anonymous 2#. 2023).*

While a well-formatted content guides visitors to take a look through the website, eye-catching visuals also attract visitor’s attention in engaging experience. Eye-catching visuals help to communicate information more effectively, break up textual content, and enhance the overall aesthetics of the website.

*“As a social media user who lives in a remote village, I would rather access DPRKP Kab. Serang’s website than other social media platforms for a better visual and extended version of the news. Thus, I like the quality of the images that are served on websites; more enhanced version” (Anonymous 3#. 2023).*

Furthermore, a well-designed website reflects the professionalism and credibility of a government agency. It

showcases the agency's brand identity, values, and commitment to serving the public. A visually appealing and user-friendly website of DPRKP Kab. Serang positively influenced the agency's image, helping to establish a favorable perception among the public.

*“A long time ago, some village people not used to know that DPRKP Kab. Serang who helped build their infrastructures, most of them usually know it as “orang dinas” or the officials. But since they had introduced a DPRKP Kab. Serang’s website through seminars by the facilitators, then they started to acknowledge DPRKP Kab. Serang and more people has access the website” (Anonymous 4#. 2023).*

Therefore, a combination of clear instructions, eye-catching visuals and brand identity contributes to the overall user-friendliness of a website. They make it easier for visitors to navigate, understand, and interact with the site, leading to improved user satisfaction, increased engagement.

### **Respondents’ Obstacles When Accessing the DPRKP Kab. Serang’s Website**

There are two obstacles that respondents’ encounter when accessing DPRKP Kab. Serang’s website in a scope September 2022 until April 2023.

#### **1. Technical Issues**

Some of the respondents encountered technical problems such as slow loading times, server errors, and website crashes. Some of the respondents also questioned when they would access the website. Usually, the service error last for few

minutes but it has been confirmed that during December 2022 to early February 2023, there are some maintenances such as insufficient server, testing-coding and regular monitoring (Admin. 2023). To resolve this problem, the website management needs to check the system regularly.

## 2. Website feature cannot be clicked or accessed

According to the respondents, a feature of an e-document once couldn't be clicked so that they could not access the feature. On the other hand, when they tried to access it from their smartphone, the feature could be accessed but no information provided.

## Analysis of the Findings in implementing good governance

### 1. Participation

DPRKP Kab. Serang's website publishes information, news, policies, and reports ensuring that the public have access to accurate and up-to-date information. By providing transparent and comprehensive information, the website enables the community to make informed decisions and actively engage in governance processes. By disseminating information on public consultations, civic engagements, and participation opportunities, the website empowers the community to actively contribute to decision-making processes and hold the government accountable. Through this website, DPRKP Kab. Serang can effectively raise awareness about Serang Regency people's rights, responsibilities, and available services. The participation process within the DPRKP Kab. Serang's website can be seen in the following figure.



Figure 2. News article's preview in DPRKP Kab. Serang's website. Retrieved by Putri, May 2023.

Based on the figures above, the number of views can be seen next to the articles title determined the user engagement. It indicates that the public are actively engaged in accessing the information.

### 2. Transparency

DPRKP Kab. Serang's website as a media publication contributes significantly to the transparency of good governance by ensuring the access of information transparency. By leveraging the website as a transparent communication media, governments enhance trust, legitimacy, and community confidence in the governance process. The transparency process within the DPRKP Kab. Serang's website can be seen in the following figure.

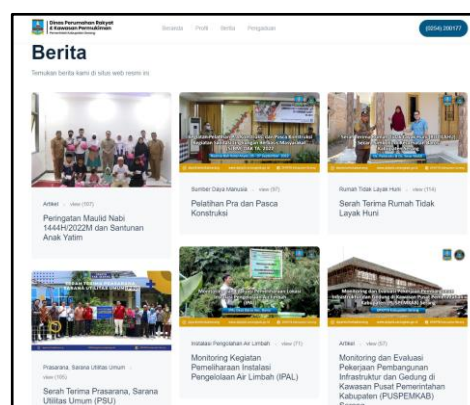




Figure 3. News menu in DPRKP Kab. Serang's website. Retrieved by Putri, May 2023

By emphasizing transparency as one of the good governance principles, DPRKP Kab. Serang can cultivate an environment of integrity, accountability, and public participation. DPRKP Kab. Serang's website demonstrates their commitment serving the public interest and building a foundation of trust and confidence in their actions.

### 3. Accountability

DPRKP Kab. Serang's website clearly identifies the responsible departments within the government agency for the information and actions presented on the website. This ensures that there is a clear line of accountability, allowing users to hold the appropriate officials or departments responsible for the content and decisions made. Furthermore, DPRKP Kab. Serang's website provides mechanisms for feedback and complaints, allowing the public to raise concerns or report misconduct. DPRKP Kab. Serang regularly updates and maintains the website because it is essential for their accountability. By leveraging the website as a tool for accountability, DPRKP Kab. Serang enhances transparency, builds public trust, and strengthens the bond between the government and the community. It allows the public to actively engage, monitor, and participate in the governance process, leading to improved decision-making and better outcomes for the public.

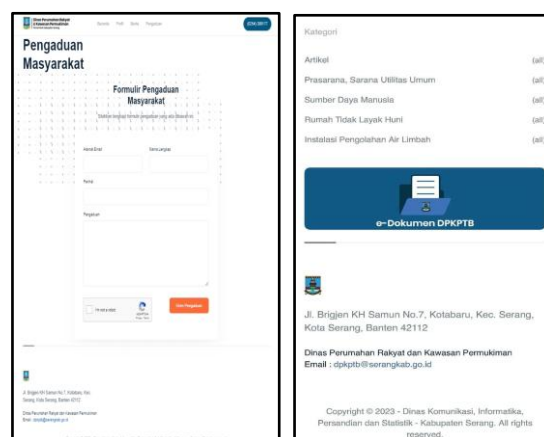


Figure 4. Feedback menu in DPRKP Kab. Serang's website(right) and mobile-view (left). Retrieved by Putri, May 2023.

### 4. Effectiveness and Efficiency

The website of DPRKP Kab. Serang's website serves as a valuable media for enhancing the effectiveness and efficiency of good governance implementation. It enables the DPRKP to communicate by disseminating information, engaging with the community, and streamline administrative processes, resulting in improved governance outcomes. This digitization of administrative processes reduces paperwork, minimizes delays, and improves overall efficiency. The public can conveniently access and complete necessary procedures online, saving time and resources for both the government and the community. Thus, the service and feature of DPRKP Kab. Serang's website as a media platform representing a government agency provide high-quality services to enhance user satisfaction. An effective and user-friendly website design can positively influence public perception of the government agency and build trust in its ability to deliver quality services.



The following section highlights the key features and services offered by DPRKP Kab.

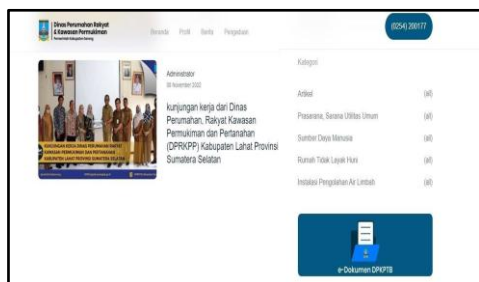


Figure 4. Category menu on DPRKP Kab. Serang's website. Retrieved February. 2023.

In addition, effective and efficient governance promotes trust and confidence of DPRKP Kab. Serang. It ensures that public resources are used in the best possible way to benefit society.

## CONCLUSION

Based on the interview with 45 respondents consisting of 28 male respondents and 17 female respondents emphasized that the DPRKP Kab. Serang's website is a media for government communication between the government and citizens to provide information disseminations efficiently and effectively with only one click to access. Furthermore, when accessing the DPRKP Kab. Serang, there are several criteria in pursuing a good quality website including authority, accuracy, and objectivity. By meeting these criteria, the website can attract and retain visitors, improving information dissemination and enhancing its credibility and professionalism as a media publication platform.

Thus, the service and feature of DPRKP Kab. Serang's website as a media platform representing a government agency provide high-quality services to

enhance user satisfaction. An effective and user-friendly website design can positively influence public perception of the government agency and build trust in its ability to deliver quality services. The following section highlights the key features and services offered by DPRKP Kab. Serang's websites are accessibility, design and content. Moreover, the use of DPRKP Kab. Serang's website as a media for public communication in government agencies aligns with the principles of good governance which implemented participations, transparency, accountability, and effectiveness and efficiency.

## DECLARATION OF COMPETING INTEREST

We certify that there is no conflict of interest with any financial, personal, or other relationships with other people or organizations related to the material discussed in the manuscript.

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