

# IMPLEMENTATION OF COMMUNITY-BASED ANDROID APPLICATION TO ACCOMMODATE PUBLIC ASPIRATION IN ECONOMIC ACTIVITIES IN INDONESIA

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## ABSTRACT

The purpose of this study is to see how optimizing the use of community-based smartphone apps to accommodate the community's aspirations in economic activities in Karawang. The Department of Communications and Informatics of Karawang manages the process. The theory used in this study uses the theory of George C. Edwards III, in which there are four policy implementation variables. The results showed that the socialization carried out by the Communication and Informatics Office of Karawang to the community had been carried out according to the procedure but was not maximized evenly. This was because the resources had not been maximized in responding to incoming reports, and the complete support facilities were not yet available to manage smartphone apps. So, it can be concluded that the Department of Communication and Information Karawang needs a solution to solve this problem.

**Keywords:** implementation; community-based; Android application; public aspiration

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## INTRODUCTION

Implementation is the provision of means to carry out something that impacts or affects something. Something done to have an impact or consequence can be in the form of laws, government regulations, judicial decisions, and policies made by government institutions in state life. Mulyadi stated that "Those Activities are directed toward putting a program into effect" (the process of realizing the program until it shows the results) (Mulyadi, 2015). Horn & Meter states that "Those actions by public and

private individuals (or groups) that are achievement or objectives outlined in prior policy" (Horn & Meter, 2009).

The development and advancement of information and communication technology are increasing rapidly, and the potential for utilization is vast. This can open up opportunities for access, management, and utilization of information quickly and accurately. In addition, the development of technology and information can be used to improve the work of processing, managing, distributing, and disseminating public

information that can be accessed anywhere and anytime. This will support good relations between the government and the general public. Therefore, the government is expected to immediately carry out and implement the transformation process towards electronic government (e-government).

According to Edwards, the study of policy implementation is crucial for public administration and public policy (Edwards III, 1980). Policy implementation is one of the stages of public policy, between policy formation and policy consequences for the people it affects. Edward provides four crucial factors or variables in the implementation of public policy, and these factors are as follows:

- a. Communication
  - b. Resources
  - c. Dispositions
  - d. Bureaucratic Structure
- (Edward III, 1980).

Zweers and Planque in Indrajit define that e-government relates to providers of information, services, or products prepared electronically by the government, not limited by place and time, offering more value for participation in all circles (Indrajit, 2004). E-Government is a service application that can improve the quality of public services based on information and communication technology to answer the demands and needs of the public who want fast data processing and accurate information. In addition, E-government is needed to improve the efficiency, effectiveness, transparency, and accountability of government administration to increase public confidence in the image of government services, especially the bureaucracy.

E-government implementation is inseparable from the role of information systems. One of the means of delivering information is through websites and applications. Websites and applications are the most appropriate means for the community because they are easily accessible and free. The government constantly pursues the development of websites and applications, with various needs that adapt to the conditions at that time. However, the central government does not constantly develop websites and applications to support E-government. Local governments also have a role in this development. For example, the local government of Karawang has implemented e-

government by creating an Android application to accommodate public aspirations in economic activities in Karawang.

Smartphone apps have been used to accommodate public aspiration in economic activities. The online aspiration and complaint services for the Karawang community are based on Android, Web, Short Message Service (SMS) Gateway, and Social Media, which is carried out with easy, integrated, and complete principles. Therefore, the community can use it to report problems that are currently ongoing—experienced by the government of Karawang. The Android application to accommodate public aspiration in economic activities in Karawang was launched on February 22, 2019, at the Plaza Page of the Karawang Regional Government Office. This online complaint portal is available in the form of an application that can be downloaded directly by the public, with the aim that the public can submit their complaints effectively and efficiently.

The Android application to accommodate public aspiration in economic activities does not use the Karawang Regional Budget (APBD). Instead, the Karawang Regional Government obtained the application thanks to the assistance of the Tangerang City Government. Previously, the Karawang Regional Government cooperated with the Tangerang City Government by signing a Memorandum of Understanding (MoU) on e-government. Thanks to this collaboration, the Tangerang City Government provides a free online-based public complaint application to the Karawang Regional Government. The Department of Communication and Information (Diskominfo) of Karawang is an agency responsible for processing information within the government of Karawang.

This innovation in the field of information technology makes the process of public complaints to the Karawang Regional Government straightforward. The public only needs to access it via mobile phones, which can be downloaded on the Google Play Store, and this application is also available in the form of a website, with the URL [tangkar.karawangkab.go.id](http://tangkar.karawangkab.go.id). This application proves the government's seriousness in implementing e-government to facilitate public services to the community, especially those who wish to report complaints to the government. The Android application to accommodate public

aspiration in economics has an attractive appearance, is modern, and is easy to understand, making this application convenient for use by the public to report complaints to the government. The front page of this application can be seen in Figure 1 below.



**Figure 1:** The Android Application Homepage  
Source: Research Processed Results in 2021

The Tangkar application can be implemented with the easy, integrated, complete principle. The creation of this application aims to service aspirations and online complaints for the Karawang community based on Android, web, SMS Gateway, and social media, which are implemented with easy, integrated, and complete principles. Every complaint through the Android application is directly stored in the system. Furthermore, other complaint channels, it will be recorded and verified by the Android application admin team. In the Android application, several features can be used by the public to report their complaints to the government.

Initial observations that researchers made on the Android application found several research problems, including:

- First, the lack of effective and efficient socialization carried out by the Karawang Government on the presence of the Android application because the socialization carried out was not intensive and unsustainable. So because the community lacks information about the existence of the Android application, the Android application is only known by people who live in urban areas. The apps have not been reached by people who live in villages; therefore, their utilization has not been maximized. As seen from the download data on the Google Play Store, the number of users who downloaded the Android application was only around 5000 accounts. Meanwhile, in 2020 the Karawang community was recorded to have around 2.37 million inhabitants, so the purpose of providing massive information is still not an accurate target.
- Second, they are not responsive in processing complaints/complaints from the public. The admin/authorized party does not follow up on many of the complaints submitted, and there is no answer to the questions submitted to the application, even though the application operates online for 24 hours. This is why many people are finally disappointed and decide to delete/uninstall the app on their smartphones.
- Third, less-than-optimal system maintenance is carried out by the relevant apparatus. It manages the Android application to continue to update and resolve problems resulting from the application, even though the Karawang Regent has directly instructed the apparatus pertinent to optimize the Android application service during the launch process.

## LITERATURE REVIEW

Implementation is the provision of means to carry out something that impacts or affects something. Something done to have an impact

or consequence can be in the form of laws, government regulations, judicial decisions, and policies made by government institutions in state life. Mulyadi stated that "Those Activities are directed toward putting a program into effect" (the process of realizing the program until it shows the results) (Mulyadi, 2015). Horn & Meter states that "Those actions by public and private individuals (or groups) that are achievement or objectives set forth in prior policy" (Horn & Meter, 2009).

There are two characteristics of public policy. The first public policy is easy to understand because it means things are done to achieve national goals. The second public policy is easy to measure because the measure is precise, namely the extent to which progress has been made in achieving the goals (Nugroho, 2015).

The results showed that the implementation of E-government in several cities in Indonesia is still focused on improving the quality of public services, using the use of information technology through the pattern of Government to Citizen (G2C), Government to Business (G2B), Government to Government (G2G) (Putr, 2022).

Another type of research is the purpose of the study was to determine the implementation of the promotion of the Department of Culture and Tourism of East Belitung Regency at the Open Pit Nam Salu Geosit tourist attraction (Surya & Efrianto, 2022).

The other opinions on implementation, Being sufficiently confirmed in theory and the empirical research literature, the multilevel LOG was used by Forbes, Lynn, and Robichau as the point of departure for a theory of public sector performance that focuses on the operations of the administrative system in the determination of government performance (Forbes et al., 2008). A brief explanation of how the theory was developed will show how public policy theories can benefit from the governance literature and, particularly, the implementation process (Robichaud & Lynn, 2009).

When implementation data is collected, it allows researchers to more accurately determine the components of the program responsible for observed changes. Assessing implementation increases the quality of evaluation findings because it provides insights into how programs work and why they succeed or fail, rather than just focusing on outcomes

(Duerden & Witt, 2012).

Implementation of science studies methods to promote the adoption and integration of evidence-based initiatives into routine healthcare and public health settings (Nilsen, 2015). Poor implementation, however, is common and has contributed to the failure of many sizeable non-communicable diseases (NCD) interventions globally (Matheson et al., 2013) (Wolfenden, Reilly, Kingsland et al., 2019).

Broadly, public participation encompasses a series of approaches "designed to consult, involve, and inform the public to allow those affected by a decision to have an input in that decision" (Smith 1983). The literature on public participation reveals the existence of a variety of methods adopted by non-governmental organizations (NGOs), governments, and international donor agencies in the field of health, agriculture, and water supply and sanitation as a result of discontent with "blueprint" approaches characterized by top-down interventions (Roma., & Jeffrey, 2010).

Community-based models of care for stable patients present one model of decentralization designed to make delivery more efficient for the health system and provide appropriate support to encourage the long-term retention of patients (Grimsrud. et al., 2015).

The other opinions on community, The study focuses on a transnational company to observe the impact of CSR practice globally. The study will present the implications of CSR for corporate management, employees, state regulators, shareholders, and customers in general. In addition, the study will discuss the consequences of poor CSR compliance for a multinational corporation. Questions for analysis include implications of CSR, employee retention, development of corporate culture, and evaluation of advantages and disadvantages of different CSR approaches. Finally, upon conclusion of the study, suggestions are made for future collaborative efforts in corporate social responsibility as applied to psychological, sociological, and economic motives (Kendrick, Kendrick & Saakova, 2014).

Implementation of decentralization in a district should be referred to as the authority restructuring or reorganization of the government system so that it will create a system of shared responsibility between Central and district government institutions based on

the subsidiary principle (Wolfenden, Reilly et al., 2019).

Implementing interventions in community organizations such as schools, childcare centers, and sporting clubs is recommended to target a range of modifiable risks of non-communicable diseases. Unfortunately, poor implementation is common and has contributed to the global failure of non-communicable disease interventions (Wolfenden, Reilly et al., 2019).

Information dissemination to the public was made as attractive as possible using attractive designs to attract public interest in understanding the information. The education process is carried out online (providing information and discussions through WhatsApp groups) and offline (through direct socialization with the public). Community understanding was analyzed through pretest and posttest questions, as many as 20. The results showed an increase in the pretest submitted to the posttest at the end of the activity (Chazanah & Nandiyanto, 2022).

The information given to the community subjects is made as concise as possible and interesting so that the community easily understands it. The education process is conducted online via WhatsApp and zoom meetings, while offline by conducting direct socialization with the community (Salman & Nandiyanto, 2022).

A multifaceted definition of best practice, which combines available evidence on what actions to take with an established process for interpreting this information in a specific community context, provides a more appropriate basis for defining the principles of best practice in community-based obesity prevention (King, Gill, et al., 2011).

Scholars (Atalay, 2006; Nicholas 1997) have argued that Indigenous archaeology is relevant in Indigenous contexts and offers a valuable approach to archaeologists who do not work with Indigenous communities (Atalay, 2007).

Long before any association with westerners, Hawaiians depended on fishing for survival. The need for food security motivated them to acquire a sophisticated understanding of the factors that caused limitations and fluctuations in marine resources. Based on their familiarity with specific places and through much trial and error,

Hawaiian communities were able to devise

systems that fostered, in modern terminology, the "sustainable use" of marine resources (Friedlander et al., 2002).

Many public sector service systems and provider organizations are in some phase of learning about or implementing evidence-based interventions. Child welfare service systems represent a context where implementation spans system, management, and organizational concerns. Research utilizing mixed methods that combine qualitative and quantitative design, data collection, and analytic approaches are particularly well suited to understanding both the process and outcomes of dissemination and implementation efforts in child welfare systems. This article describes the process of using mixed methods in implementation research and provides an applied example of an examination of factors impacting staff retention during an evidence-based intervention implementation in a statewide child welfare system (Aarons et al., 2012).

The attractive appearance of the system applications on the Android phone is quite important. There is an initial premise that the "Imaji Library" application that the Selasar Imaji Library owns is less attractive to users because it is not attractive (Dewiyanti et al., 2021).

Nowadays, almost no human life technology is not connected to electronic devices such as smartphones with the Android or IOS operating system. Moreover, with the development of the era, smartphone users can easily participate in and create social networks, such as applications that use web-based technology to create interactive communications (Ginting et al., 2021).

Modern smartphone operating systems support the development of third-party applications with open system APIs. For example, in addition to an open API, the Android operating system provides a rich inter-application message-passing system (Chi et al., 2011).

The applications layer is the site of all Smartphone apps, including an email client, SMS program, maps, browser, contacts, and others. All applications are written using the Java programming language (Liu et al., 2011).

Android is a widely used portable operating system among public users. Due to its forceful security framework and safety at different levels of a layered system, the attractiveness of the

Android OS increased. In addition, the authorization framework of the Android system is one of the significant features for providing access controls (Niveditha et al., 2019).

The Presidential Work Unit initially spearheaded the public Complaint and Aspiration Service (LAPOR!) for Development Supervision and Control (UK4). This program is associated with the administration of public services by all government agencies (Iqbal et al., 2020).

This evolution in policy went with a new paradigm in landscape research: transdisciplinary. However, despite this evolution, the literature indicates the necessity of a more general use of methods for public participation in landscape planning to meet the objectives of the Convention (Sevenant et al., 2010).

## METHODOLOGY

The research used is a descriptive method, combining qualitative approaches in terms of methodology. Qualitative research is a type that investigates and understands the meaning of many individuals or groups of people originating from social problems (Creswell, 2016). Qualitative research can also be defined as research that aims to understand the phenomenon of something that is experienced by the object of research holistically and is described in the form of words and language (Sugiyono, 2010). The technique of determining informants used by researchers is the technique of determining informant's accident, which is a technique of determining informants by chance who is the object of research. Informants in this study used a purposive technique, namely, people whom researchers think know about the Tangkar application, making it easier for researchers to get the data needed.

According to Sugiyono (2017), the sampling technique used in this study is accidental sampling which is part of non-probability sampling. It is a form of selection based on chance, meaning that anyone who meets the researcher is suitable to be a data source.

### Data Collection Techniques

In this study, data collection techniques were carried out through two stages, namely:

- Research desk study, in this case, the researcher collects data and information through examination and analysis of data and information that uses secondary data. Both are in the form of company internal/external documents, related government, local government, implementation, public policy, electronic government, local regulations/ policy, reports, the Tangkar application, statistical data, literature studies, and so on.
- Field research, in this case, only as supporting data to complete library studies by conducting structured interviews (guided interviews) with relevant parties.

### Data Analysis

All data obtained were analyzed descriptively and qualitatively. In this case, the analysis is carried out by the Implementation of the Karawang Response Application (Tangkar)/ Android Application in Karawang through a qualitative descriptive analysis.

### Research Location

The location of the study is Karawang, Dinas Komunikasi dan Informatika (Diskominfo), West Java Province.

## RESULT AND DISCUSSION

The Karawang Local Government, through the Department of Communication and Information (Diskominfo), launched a technology-based public complaint portal application, the Karawang Response Application (Tangkar)/ Android Application, on Friday, February 22, 2019. Launching the Tangkar application is to introduce and socialize applications that run with the easy principle, integrated and complete. In this simple principle, the public can easily report complaints or aspirations only through applications installed on their mobile phones or smartphones. The integrated principle here is that complaints or aspirations given by the community in the application can be submitted directly to Satuan Kerja Perangkat Daerah (SKPD) for problems conveyed by the community.

The construction of the Tangkar application is an online aspiration and complaint service for the Karawang community based on Android, web, SMS Gateway, and social media that is run

with the principle of being easy, integrated, and complete. The straightforward principle, in this case, is to make it easy for the community to submit complaints or aspirations to the Karawang Local Government only through smartphones or other electronic devices that can access the internet.

In this Tangkar application, people can complain about all problems ranging from social problems such as damaged houses social, rehabilitation of uninhabitable houses and others. Health problems include Regional Hospital or Health Center services, BPJS Health, Ambulance, and other needs. Moreover, the problems that arise in the Karawang Regency Community. This shows that the application launched by the Karawang Local Government is swift in serving the community easily and can improve services to the community to solve the problems faced in Karawang.

The implementation of e-government policies in the field of public service carried out by the Karawang Regency Government has participated in realizing Presidential Instruction No. 3 of 2003. The application of e-government in services is provided to the community by utilizing technological developments that can improve the quality of services provided by the government so that the public can be served quickly, precisely, and accurately.

The implementation of e-government policies in services carried out by the government often faces various obstacles that allow the implementation of these policies not to run optimally. This is due to the lack of information the government and the community provide in using these services. The socialization provided by the government is still not optimal, so people do not know about Tangkar. In addition, the ability of human resources to implement and operate a technology is not qualified, so the e-government policy on Tangkar has not been maximized in its implementation.

Communication is one factor that influences the successful implementation of policies, such as the implementation of e-government in the Karawang Response application (Tangkar) in the Karawang Regency. Suppose there is good communication between groups, namely the Communication and Information Service apparatus, people who have complaints or complaints in the Karawang Regency area. Then this will create a harmonious relationship,

coordination, and good cooperation in communicating synergistically to minimize misunderstandings and ignorance. Communication is an activity of delivering information, ideas, and ideas from the communicator to the communicant. Success in communication is that the message conveyed by the communicator can be accepted and understood by the communicant.

Two-way communication is needed to maximize the implementation of this Karawang Response (Tangkar) policy. So first, the government can start communication, namely the Department of Communication and Information, to provide knowledge and understanding in using this application to the public. Then, not only the Department of Communication and Information but every agency in Karawang Regency that has received training on this application also provides information to the community, especially the sub-district, which oversees several sub-districts/villages. This is done so that the community can practice directly using the application.

Good communication is determined by several indicators supporting success in communicating, namely socialization, transmission, and the media/means used in delivering information. These indicators have a relationship with one another that can support the successful implementation of e-government policies in terms of communication regarding the implementation of the Karawang Response application (Tangkar). The observations showed that communications made by the Department of Communication and Information apparatus implemented policies in the performance of the Karawang Response Application (Tangkar). Communications made with the people of Karawang Regency who have complaints or provide aspirations still have not been maximized. The relevant apparatus is sometimes slow in providing information or responding to complaints or aspirations from the public so that it impacts the community, which can raise doubts about the information provided in the application.

The lack of maximum communication between the apparatus and the community is caused by many things, including the authorities when delivering a message/information about Tangkar has not been carried out systematically following

the procedure. This is because human resource constraints (apparatus) still understand the application. Furthermore, socialization is still conventional and incomplete, causing miscommunication between the government and the community. This has resulted in the community not being able to understand the benefits of the Tangkar application. Then the next obstacle is that the socialization that is carried out is not systematically scheduled, meaning that there is no time target for implementing the Tangkar application, so it seems slow and not well-directed.

Socialization activities by the Department of Communication and Information Karawang Regency were carried out formally and informally. Formal socialization is carried out in the form of discussion forums regarding the discussion of Karawang Regency development which the Karawang Regency Regional Government, the community, to the village level hold. Informal socialization is done by making posters by the Karawang Regency Government and distributing them to every agency in Karawang Regency. This is done to reach every level of society in Karawang Regency.

The socialization carried out by the Communication and Information Office of Karawang Regency to the community has been carried out but has not been evenly distributed; this is proven by the presence of some people who do not know the application. In this case, socialization is only intensely carried out at the beginning of the application launch. After that, the rest of the community knows independently to find out information about the Tangkar application.

Transmission is the delivery of information from one party to another. Submission of information here is how the apparatus conveys information about the Tangkar application to the people of Karawang Regency. The delivery of information about the Tangkar Application is carried out clearly and provides education. Such as offering procedures for using it in practice or using video recordings which are then uploaded on social media to the public about using the application to be understood and understood so that people do not raise questions about using the application like the following Figure 2:



**Figure 2:** Karawang Response Application Review (Tangkar)/ Android Application

Source: Researcher secondary data processing, 2021

Based on the picture above, it can be seen that several users of the Responsive Karawang (Tangkar) application had complaints about the use of the application. They asked for clarity on what had happened to each user, ranging from complaints that failed to send to asking for transparency in reports filed by the public to avoid false reports. Unfortunately, the submission of detailed information on the use of the Karawang Response application (Tangkar) is not yet clear regarding the substance of the application information owned by the Karawang Regency Government. This can be one of the obstacles the Karawang Regency Government faces in implementing e-government policies through the Karawang Response (Tangkar) application/ Android Application. This impacts the less-than-optimal delivery of information



the relevant government provides to the public. So people use the application self-taught to find out the function of each feature available in the application.

Based on the explanation above, the transmission or delivery of information about the response Karawang application to the public is still not optimal. The use of this application has not been explained thoroughly and in detail about how to use it, starting from how long the complaint or aspiration process takes, when the account cannot be accessed, forgets the password, and others. Therefore, it is not yet clear to the public, especially those who use the application. This is an obstacle for the Office of Communication and Information Technology in optimizing the implementation of e-government policies through the Karawang Response application (Tangkar) in improving the quality of service to the community.

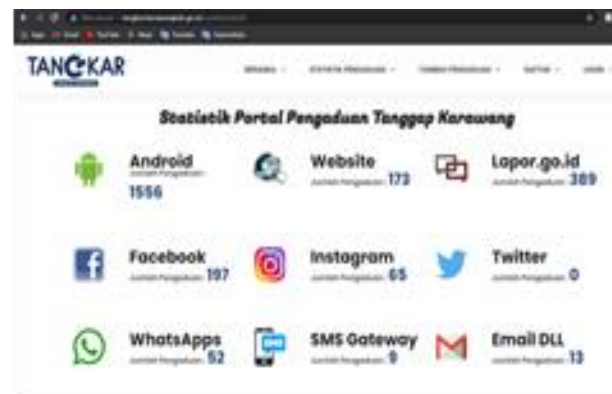
Media use in conveying information related to the implementation of e-government policies has a vital role in participating in its success. Therefore, the selection of suitable media in the current era is a determining factor for success, where technological developments are very rapid and internet access is accessible that can be reached to rural areas.

With the presence of social media in society, it is easier to accelerate the information provided, making the information you want to be given can easily reach the public. However, conventional media, such as print media, is still needed because not all people use social media for various reasons. The use of print media is carried out with posters, magazines, and banners made by the Karawang Regency Government and newspapers. In using electronic media, the Karawang Regency Communication and Information Office uses social media such as Instagram and Facebook.

The public knows of this application through social media such as Instagram, which the Communication and Information Office and the Regent of Karawang Regency post. This shows that some people who use social media who follow the Instagram account of the Communication and Informatics Service and the Regent of Karawang Regency are aware of the presence of this application as a service to the community about complaints and aspirations services for people living in Karawang Regency.

Following the implementation of e-

government policies through the Karawang Response application (Tangkar/ Android Application) to facilitate the public in making complaints or aspirations to the Karawang Regency government. The construction of the Tangkar application is an online aspiration and complaint service for the Karawang community based on Android, web, SMS Gateway, and social media that is run with the principle of being easy, integrated, and complete. The following is an image of statistical reports provided by the public through various media (figure 3):



**Figure 3:** Statistics of the Karawang Response Complaint Portal

Source: Processed secondary data by researchers, 2021

Based on the picture above, from the various kinds of media provided by the Communication and Information Office of Karawang Regency in receiving reports of complaints made by the people of Karawang Regency, most of them use Android or applications installed via smartphones. Meanwhile, social media, such as Twitter, is still considered low or non-existent. With this, the most influential media in receiving or distributing complaints and aspirations owned by the community uses applications installed on each smartphone.

## CONCLUSION AND RECOMMENDATION

Communication carried out by the Karawang Regency Communication and Information Office in providing information about the Karawang Response application went well. However, it was not optimal yet still had obstacles, such as a detailed explanation of the Karawang Response application (Tangkar) both in terms of use and problems that occurred in the use of the

application. Human resources in implementing the owned Karawang Response application (Tangkar) can still run the application properly. However, it is not optimal. Some admins or operators who carry out tasks still do not have sufficient capacity to run the application and are not optimal in providing services to the community.

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