

## **Implementation of E-Government through Youtube Social Media "Disporbudpar" in the Implementation of Tourism Development in Cirebon City**

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### **Abstract**

E-government or electronic government is the use of information technology by the government to provide information and public services. e-Government should be directed at community empowerment through broad access to available information. YouTube is a video sharing website. In an effort to become an information center for official activities related to culture and tourism in Cirebon City, the Cirebon City Culture and Tourism Office plays an active role in the use of social media. One of the social media of the Cirebon City Culture and Tourism Office is the YouTube social media under the name Cirebon City Disbudpar. The research method used is a descriptive qualitative approach which is a research method that utilizes qualitative data and is described descriptively. The YouTube social media "Disbudpar Kota Cirebon" has very interesting and informative video content. This is in line with E Government made by the government. The video content on the YouTube social media "Disbudpar Kota Cirebon" is very diverse, ranging from free languages, Cirebon special food, to information about culture and tourism in the city of Cirebon.

**Keywords:** E-Government, Tourism, Social Media

### **Introduction**

One of the government's obligations is to provide public services. Service Public services are organized to meet the various needs of society.(Sustainable, 2019)regarding Public Services explains that providing high quality services based on the principles and objectives of service, and the main function of good governance is to be able to provide service needs for every citizen and resident in accordance with statutory regulations, including goods, services, and/or administrative services(Shafira, 2021)Policy implementation is a very important stage in the policy structure. Through this procedure an overall policy process can influence the level of success or failure of achieving the objectives(Nugraha B. , 2020). Good service is also expected to restore public confidence in

the government's performance(Nariyah, 2020)E-government or electronic government is the use of information technology by the government to provide information and public services(Delicious, 2021)E-Government supports governance towards good governance. E-Government was established around four years ago(Aryan, 2022)The existing e-government contains at least four main elements or characteristics: 1) the use of ICT (computer networks, internet, telephone, and facsimile machines); 2) made to support government work (providing and managing information, improving services, administrative efficiency and others); 3) improving government and public relations (through creating new ICT-based communication channels and increasing public participation in governance); 4) there is

a strategy to create added value for stakeholders involved in the e-government program (community, private/business partners, employee staff and others)(Irawan, 2021)Basically there are four stages of e-government development, namely: (1) Preparatory stage; (2) Implementation stage; (3) Maturation stage and; (4) Consolidation stage(Nugraha JT, 2018)According to the World Bank, e-Government is defined as "The use/utilization of information technology by government agencies to improve services to the community, business people, and at the same time facilitate cooperation with other government agencies". Furthermore, according to the World Bank, e-Government must be directed at community empowerment through broad access to available information(Cahyadi, 2003).

YouTube is a video-sharing website created by three former PayPal employees in February 2005. The website enables users to upload, view, and share videos. The company is headquartered in San Bruno, California, and uses Adobe Flash Video and HTML5 technology to display a wide variety of user-generated video content, including movie clips, TV clips, and music videos. Most content on YouTube is uploaded by individuals, although media companies such as CBS, BBC, Vevo, Hulu and other organizations have uploaded their material to the site as part of the YouTube partnership program. Unregistered users can watch videos, while registered users can upload an unlimited number of videos. Videos deemed to contain offensive content can only be watched by registered users aged 18 or over. In November 2006, YouTube, LLC was purchased by Google for US\$1.65 billion and officially operates as a Google subsidiary.(Helianthusonfri, 2020).

In an effort to become an information center for official activities related to culture and

tourism in Cirebon City, the Cirebon City Culture and Tourism Office plays an active role in the use of social media. One of the social media of the Cirebon City Culture and Tourism Office is the YouTube social media with the name YouTube Channel "Cirebon City Disbudpar". The YouTube social media "Cirebon City Disbudpar" has been established since 2018 when the use of YouTube social media began to flourish. The Department of Culture and Tourism or commonly abbreviated as DISBUDPAR is the implementing agency and part of the Regional Government in the Culture and Tourism Sector of the City of Cirebon, which is located at Jalan Brigjen Dharsono no. 5 By Pass Cirebon.

Social media plays an important role in promoting culture and tourism in the city of Cirebon. With the existence of social media, the Cirebon City Culture and Tourism Office makes it easier for people to find information about culture and tourism in the City of Cirebon, so that later there will be the potential for an increase in tourists coming to the City of Cirebon.

The development and development of the culture and tourism sector is one of the mainstay sectors or programs for local governments because this sector has very strategic prospects and roles in order to support the success of regional development which is the spearhead of the implementation of national development. Culture and tourism is one way to introduce the city of Cirebon to the general public, both nationally and internationally. Tourism is also one of the fields that can increase regional income. The development of tourism in an area will bring many benefits to the community, namely economically, socially and culturally.

So the researcher is interested in writing about the application of e-government through the social media YouTube

"disportbudpar" in the implementation of tourism development in the city of Cirebon.

### **Research Methods**

The research method used is descriptive qualitative approach which is a research method that utilizes qualitative data and is described descriptively (Sugiyono, 2017). Qualitative methods aim to systematically describe the facts or characteristics of certain populations or certain fields in a factual and accurate manner (Rachmat, 1993). Qualitative research method is research that intends to understand the phenomenon of what is experienced by research subjects. For this type, researchers use field research, namely researchers in the field to make observations about a phenomenon in a natural state (Darmadi, 2013). In this case the researcher directly interviewed the subject (Nazir, 2005). The location of this research is the author determines and takes objects or locations in one of the government agencies, namely the Culture and Tourism Office of the City of Cirebon which is located at Jalan Brigjen Dharsono no. 5 Cirebon City Bypass. The planned research schedule starts from April to June 2023.

### **Results and Discussion**

#### **A. Results**

#### **YouTube Social Media "Cirebon City Disbudpar" as a Tourism Promotion Media for the City of Cirebon in the E-Government concept**

The ease of access and the many informative and interesting videos make YouTube a social media that has the second most active users in the world (Wahyuningsih, 2022).

A brief history of the founding of the YouTube social media "Cirebon City Disbudpar" according to the results of interviews with key informants 1, such as the

interview below:

"Founding of YouTube "Cirebon City Disbudpar" since 2018 for Disbudpar, it is starting to enter the realm of publication via YouTube, usually the content is related to tourism promotion in the City of Cirebon itself. the reason Disbudpar uses YouTube in disseminating information and promotions is because we live in a digital age, related to 4.0 yes there is progress, meaning that when there is developing technology we will continue to follow its development, as well as information dissemination, when 2018 started there go to YouTube, so we start informing or publishing via YouTube itself, just following the realm of the times".

Based on the results of the interviews above, the writer concludes that history is brief the founding of YouTube "Cirebon City Disbudpar" since 2018 where Disbudpar begins to enter the realm of publication via social media YouTube, usually the content is related to tourism promotion in the City of Cirebon itself. The reason Disbudpar uses YouTube social media in disseminating information and promotions because we live in the digital era, related to the 4.0 era where there are technological advances, meaning that we will always keep abreast of technological developments, as well as the dissemination of information, since 2018 the use of YouTube has started to increase, since then YouTube "Disbudpar Kota Cirebon" was established and began to inform or publish via YouTube to keep up with the times.

The following are some of the efforts of YouTube's social media constraints "Disbudpar Kota Cirebon" as a media for tourism promotion for the City of Cirebon:

1. There is support from the internal part, namely the employees Cirebon City Culture and Tourism Office against YouTube "Cirebon City Disbudpar".

As an internal part of YouTube "Disbudpar Kota Cirebon", employees shouldThe Cirebon City Culture and Tourism Office is more concerned and supportiveYouTube "Disbudpar Kota Cirebon", namely by subscribing, liking, and sharing so that YouTube "Disbudpar Kota Cirebon" is better known by the general public.

Solutions and efforts made in dealing with obstaclesexperienced by YouTube "Cirebon City Disbudpar" in the strategy of disseminating information and tourism promotion through YouTubeaccording to the results of interviews with key informants 1, such as the interview below:

"The solution is to intensify promotion, as a Disbudpar person, you have to follow all the flow of what is on the Disbudpar social media itself, so there is a sense of ownership and then several times we also collaborated with celebrities to make more interesting promotional videos".

Based on the results of the interview above, the authors conclude that the effort or solution to the constraints of the YouTube "Cirebon City Disbudpar" is that all employees of the Cirebon City Disbudpar must follow all social media of the Cirebon City Disbudpar itself so that there is a sense of belonging, as well as the YouTube promotion "Disbudpar Kota Cirebon" to be intensified again.Several times there have also been collaborations with celebrities to make promotional videos that are more interesting.

2. Adding the number of HR (Human Resources) in the sectionpublication manager of the Cultural and Tourism Information Services Sub-Section at the Cirebon City Culture and Tourism Office.

Solutions and other efforts made in dealing with obstaclesexperienced by YouTube "Cirebon City Disbudpar" in the strategy of disseminating information and tourism promotion through YouTubeaccording to the results of

interviews with key informants 2, such as the interview below:

"One of the efforts is to add human resources, because I feel sorry to see Mas Rozi only working alone in the publications section and managing all the Disbudpar social media from YouTube, Instagram, Facebook to the Website. How can you not be tired of pursuing content production on every social media. If the HR adds, it will be even better because a team can be formed to handle each social media so it won't be burdensome to just one party. Then there will also be a lot of YouTube video content that can be made."

Based on the results of the interviews above, the writer concludes thatthe lack of human resources (human resources), makes the YouTube social media "Disbudpar Kota Cirebon" not well managed. Therefore, by adding the number of human resources (HR) can make the YouTube social media "Disbudpar Kota Cirebon" more well managed because cooperation in a team will facilitate the division of tasks without having to focus on tasks on certain parties and the tasks will be completed faster, so that later there will be a lot of YouTube video content that can be made.

3. Consistent in uploading video content to YouTube "Disbudpar Kota Cirebon"

Consistent is not an easy thing to do, but if consistentin uploading video content to YouTube "Disbudpar Kota Cirebon" will make viewers loyal to watch and look forward to the next video content..

Disadvantages of social mediaYouTube "Cirebon City Disbudpar"according to the results of interviews with supporting informants 2, such as the interview below:

"The drawback itself is that the duration of the upload is not consistent, for example, given an upload schedule so that the video continues to be updated, right? Usually there are a lot of activities, right? Well, it can be

documented, so in my opinion, it doesn't have to be about culture and It's okay for tourism too."

Based on the results of the interviews above, the writer concludes that Infrequent upload durations make YouTube "Cirebon City Disbudpar" considered inconsistent. OTherefore, there is an effort to make an upload schedule so that the videos are updated and always document the activities of the relevant service agencies.

As for the efforts that can be made in order to getconsistent in uploading video content to the YouTube social media "Disbudpar Kota Cirebon", namely as follows:

- a) Make a schedule for creating YouTube video content, because then YouTube "Disbudpar Kota Cirebon" will be more active and organized.
- b) Make a schedule for uploading YouTube video content, because creating an upload schedule will create targets that must be met, so that the YouTube manager "Cirebon City Disbudpar" will later target the video creation and editing process.
- c) Make more YouTube video shorts to invite viewers by uploading daily content, because the duration of short videos is shorter, so the process of making them is easier.
- d) Documenting every activity related to culture and tourism in Cirebon City andCreate video content following trends that are creative and informative, so as to make YouTube "Disbudpar Kota Cirebon" a reference source of information and also promote the culture and tourism of Cirebon City.

4. Make a budget for the purchase of complete equipment to support documentation and create video content on YouTube.

Cameras and devices commonly used during video production for social mediaYouTube "Cirebon City Disbudpar"according to the results of interviews with key informants 2, such as the interview below:

"Actually, if I see it, the publication section also lacks tools because it only has 1 DSLR camera and a tripod, so it needs to upgrade the device and submit a budget to purchase complete documentation tools so that the video results are even more optimal."

Regarding the lack of equipment for creating video content on the YouTube social media "Disbudpar Kota Cirebon" incomplete and inadequate, it would be better to make a budget for the purchase of complete equipment to support documentation and create video content, so that the visual communication you want to convey gets better results maximum. So that later this equipment will become an asset for the publication section of the YouTube social media manager "Disbudpar Kota Cirebon" to support documentation and creation of video content on YouTube "Disbudpar Kota Cirebon".

## **B. Discwashing**

a) The ability to overcome the lack of time and space is one of the characteristics of new media, namely YouTube social media because through YouTube we can find information in the form of videos that we want to know without having to come to the location directly so it is very very efficient, even though by looking through the screen size so that there is a difference when looking directly at the location by just looking through a smartphone or computer screen, but with a larger screen size it will make the video more clearly visible. YouTube is also a social media that is often used to find information in the form of videos.

b) Flexibility is one of the characteristics of new media, namely YouTube social media because with simple visuals, namely a simple and informative display, it becomes the main attraction in itself to become social media with a variety of interesting, informative videos in it.

c) Immediacy is one of the characteristics of new media, namely YouTube social media because it can convey information in the form of a live streaming video feature, namely live broadcasts, which can provide information on an event live or directly and can be watched at the same time. Meanwhile, the tipping broadcast feature, which is a video presentation in the form of replays or recorded broadcasts, can make it easier to watch at any time and repeatedly.

d) Hypertextuality is one of the characteristics of new media, namely YouTube social media because the existence of links makes it easier to share or share videos with others easily, which is very good for supporting promotions to be more efficient.

e) Interactivity is one of the characteristics of new media, namely YouTube social media because of the search engine features, namely search engines and voice engines, which can perform searches by typing or voice making it easier for users to find information about the video they want to know. easily.

f) Multimediality is one of the characteristics of new media, namely YouTube social media because of the ease of access using only a smartphone and a computer or laptop. Smartphones are devices that are widely used to access YouTube.

g) Lower costs are one of the characteristics of new media, namely YouTube social media because one of the capitals to access it only requires quota or Wi-Fi as connectivity.

h) Extended access is one of the characteristics of new media, namely social media YouTube because the internet can be

accessed anytime and anywhere if there is a signal and minimal obstacles because signal interference rarely occurs.

As for the realization of the dimensions of the characteristics of new media (new media), all of them have been used on the YouTube social media "Disbudpar Kota Cirebon" as a medium for tourism promotion in Cirebon City. However, only one (1) characteristic dimension of new media (new media) has not been used so that it is not optimal, namely the hypertextuality dimension, where the link and share features still don't play a role because YouTube "Disbudpar Kota Cirebon" is still not exposed and not known by the wider community. .

### **Conclusion**

The YouTube social media "Disbudpar Kota Cirebon" has very interesting and informative video content. This is in line with E Government made by the government. The video content on the YouTube social media "Disbudpar Kota Cirebon" is very diverse, ranging from free languages, Cirebon special food, to information about culture and tourism in the city of Cirebon. However, due to the lack of consistency in uploading videos and not being exposed so much and other factors, the YouTube social media "Disbudpar Kota Cirebon" is still not known by the wider community, making YouTube social media "Disbudpar Kota Cirebon" still not play a role and be effective as a media promotion for City tourism. Cirebon.

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