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Zainuddin Fanani

Media and communication studies, Airlangga University, Indonesia

Contact Email: fanani.zf@gmail.com, fanani\_17@yahoo.com

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Co-Author(s): Fistian Prajayanti, Wiwik Puji Rahayu, Ratna Ayu P

Dear Zainuddin Fanani

I am pleased to write that based on systematic blind peer review process your abstract / paper titled **"E-Government As A City Promotion Commodity: Case Study in Surabaya City Government"** has been accepted for Oral Presentation at BESSH-2017. This acceptance is purely based on abstract review only. The Conference will be held in Nexa Hotel Street of W.R Supratman No 66-68 Bandung West Java Indonesia, January 23-24, 2017. Your paper will be included in the conference proceeding with ISBN No. 978-969-683-230-0 provided in a USB and online publication on the website.

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Kind Regards

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Email: [bds417@academicfora.com](mailto:bds417@academicfora.com)



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**Office Address:**

**M2-17-01 Tower 2, Level 17 8trium**

**Bandar Sri Damansara**

**52200 Kuala Lumpur, Malaysia**

**Contact: (+6) 03 6735 6566**

**Email: [Contact@academicfora.Com](mailto:Contact@academicfora.Com)**



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## E-Government As A City Promotion Commodity: Case Study in Surabaya City Government

**Zainuddin Fanani<sup>1\*</sup>, Fistian Prajayanti<sup>2</sup>, Wiwik Puji Rahayu<sup>3</sup>,  
Ratna Ayu P<sup>4</sup>**

<sup>1,2,3,4</sup>Media and Communication Studies, Airlangga University, Indonesia

### Abstract

This research is done to describe other effect of Electronic Government (e-government) system application by local government in Indonesia. Means in fact that e-government system which has a goal to simplify the public service and government administration management can be a government promotion commodity. Lately, The innovation from many integrated e-government application systems in Surabaya City Government is the best and successfully applied in Indonesia, as assessed by Minister, Corruption Eradication Commission (KPK) and other institution. So it makes Surabaya city be a new destination. Culturally, Surabaya is not like Bali, Bandung, Malang and Jogjakarta as tourism city. Nowadays, Surabaya city is a center city to study e-government in Indonesia, so that can cause many people come to Surabaya which is very good for its development. This research is using description quantitative method to describe the successful e-government system can be a commodity to promote the city. This research is using survey through questioner to respondents. They represent some institutions that visit Surabaya City Government in 2016. The research result shows us that majority of respondents said that their visit to Surabaya City Government is done to learn e-government system that applied by Surabaya City Government.

**Keywords:** E-Government, Innovation, Commodity, City Promotion

\*All correspondence related to this article should be directed to Zainuddin Fanani from Media and Communication Studies, Airlangga University, Indonesia  
Email: [fanani.zf@gmail.com](mailto:fanani.zf@gmail.com), [fanani\\_17@yahoo.com](mailto:fanani_17@yahoo.com)

# **E-Government As A City Promotion Commodity: Case Study in Surabaya City Government**

*Zainuddin Fanani<sup>a\*</sup>, Fistian Prajayanti<sup>b</sup>, Wiwik Puji Rahayu<sup>c</sup>, Ratna Ayu P<sup>d</sup>*  
(<sup>a,b,c,d</sup>) **Media and communication studies, Airlangga University, Indonesia**

## **ABSTRACT**

This research is done to describe other effect of Electronic Government (*e-government*) system application by local government in Indonesia. Means in fact that e-government system which has a goal to simplify the public service and government administration management can be a government promotion commodity. Lately, The innovation from many integrated e-government application systems in Surabaya City Government is the best and successfully applied in Indonesia, as assessed by Minister, Corruption Eradication Commission (KPK) and other institution. So it makes Surabaya city be a new destination. Culturally, Surabaya is not like Bali, Bandung, Malang and Yogyakarta as tourism city. Nowadays, Surabaya city is a center city to study e-government in Indonesia, so that can cause many people come to Surabaya which is very good for its development. This research is using description quantitave method to describe the successful e-government system can be a commodity to promote the city. This research is using survey through questioner to respondents. They represent some institutions that visit Surabaya City Government in 2016. The research result shows us that majority of respondents said that their visit to Surabaya City Government is done to learn e-government system that applied by Surabaya City Government.

*Keywords:* E-Government, Innovation, Commodity, City Promotion

## **INTRODUCTION**

Information and Communication Technology (ICT) Development has made basic changes for some aspects in human live. Can not be denied that ICT can be applied for supporting the Managerial and Operational system from many institution activities including governmental activity (Djumadal, 2005). In Indonesia, the ICT development can be seen obviously from Tranparency demand and citizens pro especially development program held by the government (Djoko, 2008). Tranparency in spreading information about governmental activity that accessed by the society is a must since the occurrence of Indonesia Republic Law number 14, 2008 about Tranparency of Public Information. In that law the government responsables to open all data and information because it is society's rigts to be known (Pirhot & Darwanto, 2015).

\* corresponding author. Tel +6282156777103

email address : fanani.zf@gmail.com

Number of efforts has done by government institution to make transparency real in giving space to public in holding the development. For example e-government development. e-government development in Indonesia agrees with a regulation in President Instruction Number 3, 2003 about Regulation and National Strategy for developing e-government. That regulation instructs the leader of governmental institutions to take some steps as the task, function and authority so e-government applied nationally.

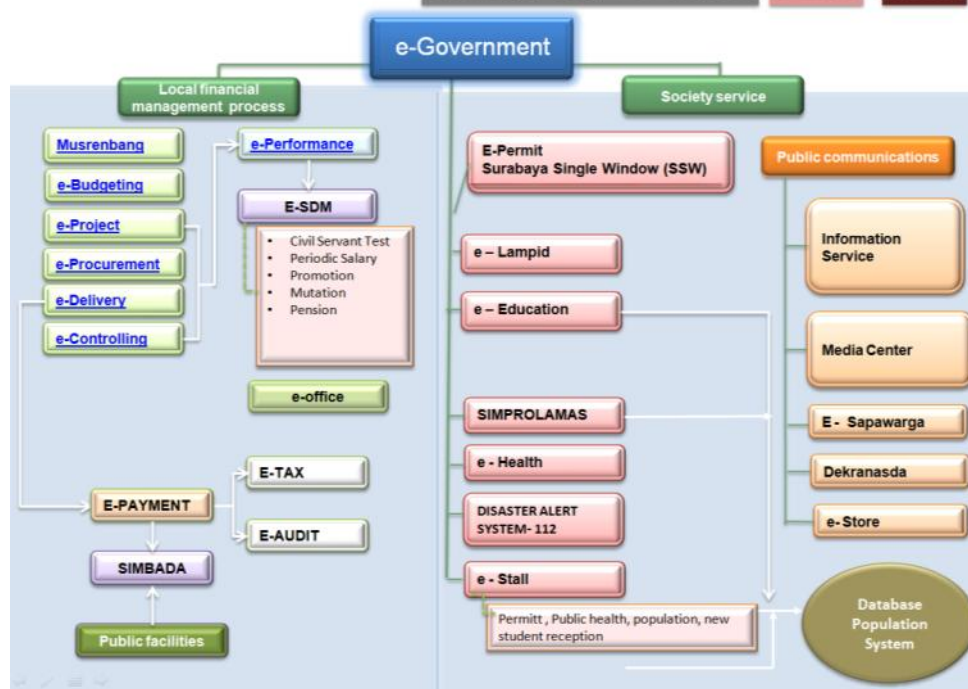
The point of e-government is a process in using information technology as a tool to help in holding the government system more efficiently. That is why there are two main things for e-government, (1) Information technology usage as an aid and (2) its purpose usage, so the government can go more efficiently. So e-government is an effort to develop governmental activities by electronic base in increasing public service quality effectively and efficiently (<http://dokumen.tips>).

e-government development in Indonesia as said in President Instruction number 3 does not agree with world information society demand in World Summit on The Information Society (WSIS) 2005 in Tunisia. It targeted connectivity of basic infrastructure development for all villages, schools, universities, medical services and also 50% of world inhabitants to reach the ICT in 2015 (Djoko, 2008).

e-government implementation in Indonesia has been responded by institutions, ministry and local government in Indonesia, but many of e-government implementations do not go well, it can be said that it failed. It happened because lack of local government innovations in e-government realization. Based on Heeks in Almutairi (2010) said that the failure level of e-government implementation in developing countries reached 85%. 35% of that failure level is classified as a total failure (e-government is not implemented at all or implemented for a short period of time than rejected, 50% is classified as a partial failure (main goal could not be reached or the usage is not success) and the rest is e-government implementation can be said that it success (Wachira, David W, 2012).

Surabaya City Government is the successful institutions that implementing e-government system in Indonesia. Surabaya as the second biggest city in Indonesia had has an integrated e-government system. It is because there are many innovations done by Surabaya City Governmnet. As an image, e-government of Surabaya City Government basically is classified into two, (1) e-government system that deal with local financial management and (2) that deal with society service. It is shown in picture 1.

## Surabaya City Government e-Government



Picture1. Surabaya City's e-government system

Resource : egov capture surabaya. Surabaya City Government

Many innovations held by Surabaya City Government which successfully integrates e-government system has appreciation from many institutions from both Indonesia and other countries. In our contry, Surabaya City's e-government system to be a national example and to be an adopted referency for local government in Indonesia by Corruption Eradication Commission (KPK) and Indonesia Home Affairs Ministry. KPK's opinion said that Surabaya City's e-government system proved that it can minimalize financial calculation and can also minimalize the potential occuracy of corruption (<http://sumarnolumajang.blogspot.co.id>). Home Affairs Ministry of Surabaya City be an example, it is because of Surabaya City Government's e-planning is believed that has already made a transparent, accountable and consistant government between planning and calculation/estimation (<http://www.bangda.kemendagri.go.id>).

The success of e-government implementation brings Surabaya City Government to be the best practice in implementing e-government. That best practice makes Surabaya City government get many awards both national and international. Those awards are e-government Reward from Communication and Informatics, ICT Pura award from Communication and Informatics Ministry, Future City Award from Future Government Asia Pasific, Socrates Award 2014 from Europe Business Assembly (EBA) for City of the Innovation category, etc, (<http://www.surabaya.go.id>). The acknowledgment from some institutions and the awards are great combinations for Surabaya City Government to make e-government as a City Promotion Commodity. Best practice promotion of e-government system implementation makes Surabaya as destination city in study and adoption of e-government system, it impacts for Surabaya to be a new tourism destination in Indonesia. That also makes Surabaya in the second position from



ten cities with highest level in Indonesia Tourism Index by Indonesian Tourism Ministry. This Surabaya City's achievement is out of the box, remembering that Surabaya city culturally is not a tourism destination like Denpasar, Bandung, Malang and Yogyakarta, this is because Surabaya does not have a tourism attraction. This success can be a spirit to promote information about locations and resources so can draw an attention from the investors to invest in that city, they hope can occur multiple effect that can life the economical activity in their city. The key of this problem statement is how e-government can be a commodity for local government in promoting their city.

## **LITERATURE REVIEW**

World Bank (2012) define e-government as The use by government agencies of information technologies (such as Wide Area Networks, the Internet, and mobile computing) that have the ability to transform relations with citizens, businesses, and other arms of government. These technologies can serve a variety of different ends: better delivery of government services to citizens, improved interactions with business and industry, citizen empowerment through access to information, or more efficient government management. The resulting benefits can be less corruption, increased transparency, greater convenience, revenue growth, and/or cost reductions. Generally e-government is basically the use of Information Communications Technology (ICT) and its application by the relevant government body for the provision of information and public services to the people. In simple terms, e-Government is the use of technology to enhance the access to and delivery of government services to benefit citizens, business partners and employees. It is the use of information technology to support government operations, engage citizens, and provide public services in a more efficient and transparent manner. Furthermore, the World Bank (2015) stated that the e-government refers to the use of ICT to improve the efficiency, effectiveness, transparency and accountability of government.

Demand of e-government implementation at government institution in Indonesia agrees with the President Instruction number 3 that already done by Surabaya City Government. As the second biggest city, Surabaya is the capital city of East Java. Surabaya city government was build based on Indonesian Law number 16, 1950. In geographic Surabaya is in 07<sup>0</sup>21' S and 112<sup>0</sup>36"- 112<sup>0</sup>54' E with  $\pm$  326,36 km<sup>2</sup> wide (<http://www.surabaya.go.id>). Surabaya city government has already done many innovations in implementing e-government system. The innovation that done by Surabaya City Government is to answer nowadays demand. (<http://www.surabaya.go.id>) and also think about the need, so it can be integrated well. Rosenfeld in Sutarno (2012) said that innovation is transformation of knowledge for a product, process, and new service. Vontana (2009) identify that innovation as a economy and social success from introducing a new way or a new combination of old ways in transform input to be output that can create a big change of correlation between value and price that offered to customers/ users, communities and societies. To be accepted by the society, e-government as a product of innovation need to be introduced to the society so that product can be accepted and used widely. The process from introduction until be used by society, it is called Innovation Diffusion Process, Rogers (1995). It identifies that

Innovation Diffusion is a result of communication innovation through a certain way at a certain period of time, obviously seen that Innovation diffusion goes fast, its fast can not be denied that it is because of diffusion from number of institutions as catalisators of that diffusion process. A successful e-government implementation in Surabaya city government is a potential that can be used as commodity in promoting a city. It is also successfully use by Surabaya city government to promote the city. As sample city of e-government. Surabaya city government opens big opportunities for other institutions to visit Surabaya in sharing knowledge, apprenticing their employees and also adopting e-government system. In Indonesian Big Dictionary (<http://kbbi.web.id>), commodity means the main product. Eventhough the meaning is close to a product which in economy it can be sold, but in this research commodity can also means a potential product/service as a promoting material to get additional values. In this research, the additional values of e-government system are used as the center of sample e-government implementation. As a commodity, e-government is used as a tool in promoting the city. Based on Martin L. Bell in Basu Swasta and Irawan (1990), promotion means all kinds of marketing activities to push requests, In other hands based on William G. Nikels in Basu, Swasta and Irawan (1990) promotion means information flow or one way persuasion made to direct people or organization to create exchange in marketing.

Promotion as a communication tools and messenger by company or agent to give some information about product, price and place. That information is informative, persuasive and to remind the customers, agents or combination of both. In promotion, there are also some supporting elements to do the promotion itself, it is called promotion mix. According to Philip Kotler (2005) promotion mix are (1) Advertising; (2) Sales Promotion; (3) Public Relation and Publicity; (4) Personal Selling; dan (5) Direct Marketing.

## **METHODOLOGY**

This research is a quantitative research with survey method. The survey asked to some respondents from institution/ local government on their visit to Surabaya city government in 2016. The tool in collecting primary data is questionnaires. This research uses non probability sampling method by purposive random sampling, it is because respondents group is already indentified. They are institutions/ local government who visit Surabaya city government Then, they are taken randomly to be the representative respondents, Next, the collected data is analysed by using Statistical Package for Social Science (SPSS) version 19.

## **RESULTS & DISCUSSION**

To make e-government as a commodity sale area, city officials using 2 different promotional mix Kotler, the Public Relations and Direct Marketing. Public Relations is a management function that builds and maintains a good relationship and beneficial between the organization and the public that influence the success or failure of the organization (Cutlip, Center & Broom. 2005), while Kotler

(2005) states that Public Relations is a variety of programs to promote and / or protect the image of the company or individual product. Through the function of public relations, the City of Surabaya document the success of implementing e-governmentnya while making the news. While direct marketing by Kotler and Gary Armstrong (1996) is defined as a form of marketing that uses various media to interact directly with consumers to get a direct response. in this way do the Surabaya City Government through the exposure system of e-government at the time of receiving the visit or during a speaker at the seminar, both locally and internationally. this research will be described things as follows.

### **Number of institution visit to Surabaya city government**

Limitation of this research is bordered by only measurements institution that work visit to Suarabaya city government. It is because of the research location that focused on Surabaya city government field. The biggest effect of E-government implementation is the visit of institution to Surabaya city government. Number of institution visit to Surabaya city government in 2016 that the researcher get can be seen in table 1 below.

Table 1 : Number of Visit

| Month             | Amount | Percentage    |
|-------------------|--------|---------------|
| January           | 56     | 6,85%         |
| February          | 59     | 7,21%         |
| March             | 82     | 10,02%        |
| April             | 101    | 12,35%        |
| May               | 112    | 13,69%        |
| June              | 36     | 4,40%         |
| July              | 23     | 2,81%         |
| August            | 43     | 5,26%         |
| September         | 40     | 4,89%         |
| October           | 60     | 7,33%         |
| November          | 98     | 11,98%        |
| December          | 108    | 13,20%        |
| Total             | 818    | 100,00%       |
| Average per month |        | 68,17<br>= 68 |

Table 1 shows us that number of other institution who visited Surabaya city government in 2016 was 818 visits with everage per month was 68 visits. The three biggest number of visit were in May, it was 112 visits or 13,69%, in December, 112 visits or 13,20 % and in April, 101 visit or 12,35 %.

Table 2 : Number of visitor

| Month                     | Amount       | Persentase |
|---------------------------|--------------|------------|
| January                   | 280          | 2,36%      |
| February                  | 354          | 2,99%      |
| March                     | 704          | 5,94%      |
| April                     | 1414         | 11,94%     |
| May                       | 1904         | 16,07%     |
| June                      | 1044         | 8,81%      |
| July                      | 575          | 4,85%      |
| August                    | 903          | 7,62%      |
| September                 | 1385         | 11,69%     |
| October                   | 660          | 5,57%      |
| November                  | 1078         | 9,10%      |
| December                  | 1545         | 13,04%     |
| Total                     | 11846        | 100,00%    |
| Everage visitor per month | 987,17 = 987 | 8,33%      |

Table 2 shows us number of visitors from other institutions who visited Surabaya city government in 2016. From this research there were 11.846 visitors visited Surabaya city government. The everage visitors per month were 987 visitors in every month. The most number of visitors were in May, 1.904 visitors or 16,07% from total visitors along 2016, in December 1.545 visitors or 13,04%, and in April 1414 visitors or 11,94%.

### Sector of institution visit to Surabaya City Government

The interesting thing in this research is try to know how the presentage of visit by other institution to Surabaya city government in order to learn e-government system. It shows in table 3 below:

Table 3 : Surabaya City Government Material Visit

| Material Visit  | Amount | Persentase |
|-----------------|--------|------------|
| e-government    | 521    | 63,69%     |
| City planning   | 66     | 8,07%      |
| Environment     | 57     | 6,97%      |
| Public services | 82     | 10,02%     |
| Institutional   | 92     | 11,25%     |
| Total           | 818    | 100,00%    |

Table 3 shows us that the material visit is significant to e-government, and to be main destination for other institutions to visit Surabaya city government. It also shows us about a good e-government are bench marking, study and adoption. They are the perposes of the visit with number of amount 521 or 63,69%, material visit as the visit purpose is the material that deal with institutional with number of amount 92 or 11,25%, and, and about public service with number of amount 82 or 10,02%.

### Intitution Visit to Surabaya City Government Support

To be a destination city, institusion's satisfactios in visiting needs to be observed. Some of them known that satisfaction level has a strong influence to number of visits. Result of the observation can be showed in table 4

Table 4: Surabaya City Government Visit Satisfaction

| Satisfaction | Unsatisfied | Jumlah        |                |
|--------------|-------------|---------------|----------------|
|              |             | Satisfied     | Very Satisfied |
| Greeting     | 15 (1,83 %) | 398 (48,66 %) | 405 (49,51 %)  |
| Hospitality  | 6 (0,74 %)  | 431 (52,66 %) | 381 (46,60 %)  |
| Material     | 15 (1,83 %) | 398 (48,66 %) | 405 (49,51 %)  |

From table 4 we can conclude that related material of e-government system is the magnet of Surabaya city government to make other institutions visit Surabaya city.

From table 4 we know that commonly institutions that visit Surabaya are satisfied, by all aspect greeting, hospitality and material from Surabaya city government. It is a big modal that have to be increased. Satisfaction is one of promotion positive values. So if number of satisfaction is high, in word of mouth it can also be an effective and efficient direct marketing factor as Kotler's promotion mixture (2005).

Table 5: Period of Visit to Surabaya City Government

| Period (Days) |        |        |        |       |       |
|---------------|--------|--------|--------|-------|-------|
| 1             | 2      | 3      | 4      | 5     | 6     |
| 88            | 244    | 284    | 111    | 53    | 38    |
| 10,76%        | 29,83% | 34,72% | 13,57% | 6,48% | 4,65% |

In table 5 said that the average of 3 day visit in Surabaya is 284 or 34,72%. After that 4 day visit is 111 or 13,57%. This is a good opportunity for Surabaya City Government and other stake holders to promote many others objects in Surabaya.

## **CONCLUSION**

From the research result above, some conclusions can be drawn as follows :

- a. Innovation is required each agency to be able to adjust for changes
- b. Innovation can be successful and run smoothly if there is a need that is equal between innovators with adpoter
- c. Product innovation is considered successful can be used as a promotional tool that is effective and efficient area
- d. To speed up the acceptance of innovation needs a catalisator, The most effective catalyst is recognition from other institutions of the of the success and the use of that innovation it self.

From the conclusion, scholar suggestions for next research is because this research is limited to measuring the level of a visit to the Surabaya City Government as a result of using e-government as a city promotion commodity and have not measured the economic attraction yet, so suggestions for further research is, they can to take measurements economic attraction from the use of e-government as a city promotion commodity.

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