CHAPTER II

DESCRIPTION OF OBJECT OF RESEARCH

In this chapter, the researcher will elaborate an explanation regarding the description of the object of research. The description in this research study includes profiles of Magelang city, vision and missions, organizational structure, Department of Communication, Informatics, and Statistics's profile and *Magelang Cerdas* application's profile.

2.1 Magelang City Profile

The birth of Magelang city determined based on Magelang city regulation No. 6 of 1989 is on 11 April 907. Magelang city developed into the capital of the residency and the capital city of Magelang. After independence, the city became a municipality and in the era of reform, in line with the granting of autonomy - the extent to regions, municipalities designations were deleted and replaced into the city. (Source:https://www.magelangkota.go.id/).

When the British controlled of Magelang city in the 18th century, this city was created as the central government and in the district level, Mas Ngabehi Danukromo was appointed as the first regent. Regent is precisely whom later pioneered the establishment of Magelang to build city square, residential buildings and a city mosque. In a further development, Magelang was chosen as the second capital residency in 1818, (Source:https://www.magelangkota.go.id/).

After the British conquered by the Dutch government, the position of Magelang was getting stronger. By the Dutch government, the city has become the centre of economic traffic. Moreover, because of its strategic location, convenient air and beautiful scenery then made Magelang Military City and the Dutch government continued to complement the city infrastructure.

The drinking water tower was built in the middle of the city in 1918, the power company began operations in 1927, and the road - paved arterial roads and asphalt, (Source:https://www.magelangkota.go.id/).

Figure 3. Map Position of Magelang in Central Java

(Source: https://www.magelangkota.go.id/)
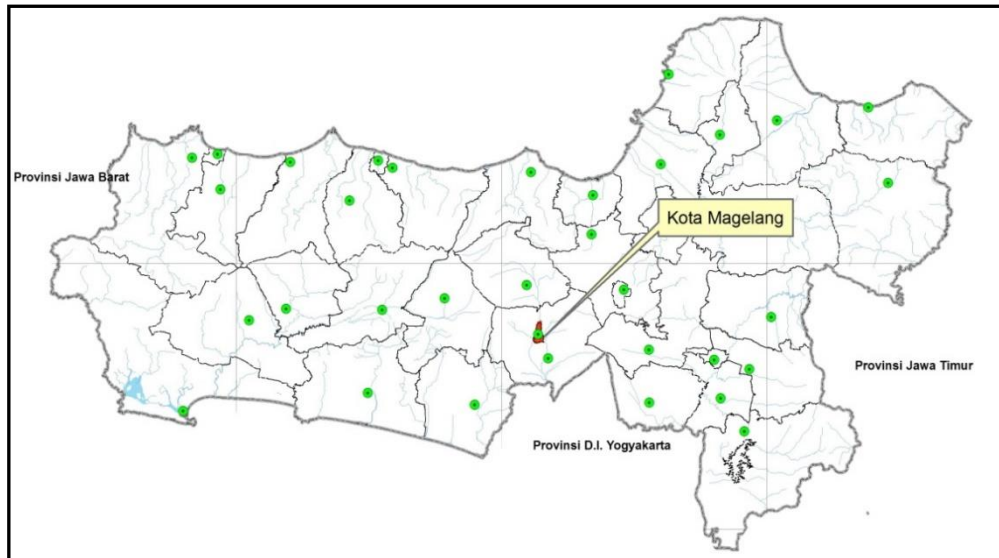
2.2.2 The Area of Magelang City

Magelang City has an area of 18.12 km2 or 0.06% of the total area of the province of Central Java. Magelang city is divided into three (3) sub-districts and 17 villages, namely:

Table 3. List of Sub District and Village in Magelang city

Sub District	Village
North Magelang	North Keramat
	South Keramat
	Kedungsari
	Potrobangsan
	Wates
Central Magelang	Magelang
	Gelangan
	Panjang
	Cacaban
	Kemirirejo
	North Rejowinangun
South Magelang	North Tidar
	South Tidar
	North Jurangombo

	South Jurangombo
	South Rejowinangun
	Magersari

(Source: https://www.magelangkota.go.id/

2.3 Vision and Mission of Magelang

The vision of regional development of Magelang years 2016-2021 that have been established by the Mayor and Deputy Mayor, elected in 2016-2021 and stated in the regional medium-term development plan is "MAGELANG AS A MODERN AND SMART CITY SERVICES BASED ON PROSPEROUS AND RELIGIOUS COMMUNITIES".

The elements contained in that vision is:

1. **Service city**

Magelang city development aimed at strengthening the service sector, which is dominated by general government services and private services as the city's potential, with emphasis on the economy, health, and education sectors.

2. **Modern city**

Modern is the attitude and way of thinking and how to act following the guidance of the era, which means a more advanced condition than other regions, capable of competitiveness with other regions to use the existing potential. The modern city is a city that can align social, physical, and economic culture and history that is owned by the city, with characteristics as follows: (a) welfare in the financial community; (b) state leading in service (modern cities provide services that meet the needs of the city or the public); (c) visual town inviting charm (modern city can be seen from the physical such as good visual, attractive, comfort to live and work).

3. **Smart City**

A smart city is a city that is managed effectively and efficiently to maximize service to its citizens fairly. Without discrimination to the charge of the ease of connectivity,

information and communication technology-based information is conducted in the business world, the system of public service delivery, public participation mechanisms to convey the aspirations, control, or complaints, and other fields supporting the value of regional competitiveness. Intelligent Cities elements are: (1) Smart Governance, namely: the development of e-governance, no public participation in development planning; (2) Smart infrastructure, namely: the development of the IT network, the development of IT-based management information system; (3) Smart Economy, namely: the development of city branding, entrepreneurship development, development of e-commerce, and creative economy; (4) Smart environment, namely: IT-based environment management, IT-based management of natural resources, utilization of renewable energy sources; (5) Smart people, namely: education and technological literacy of human resource development, and support of research, development of social and cultural character; and (6) Smart Living, namely: ease of access to educational services, the ease of access to health services, the development of the role of the media, and the ease of access to social security.

4. **Welfare society**

   Embodiment prosperous city is achieved through improvement and stabilization efforts to the welfare of society fairly evenly without discrimination through (1) Optimizing the role and function of government agencies, private sector, civil society and mass media, especially in the services economy, health services and education services; (2) Creating employment opportunities in the field of financial services, health services and education services; (3) Without prejudice to any other field development as an effort towards an empowered and self-sufficient society.

5. **Religious communities**

   A religious society is a society that applies devotion to divinity in the governance of our daily lives as citizens and members of community. Meanwhile, religious communities are guaranteed freedom of worship based on their religion or belief, and the adequacy of worship place availability.

   This vision is achieved through five (5) mission as follows:

1. Improving human resources personnel qualified and professionally by optimizing technological progress. It is as the basis for the creation of a local government that is clean and responsive to the fulfilment of the community aspirations. It is also expected the government to manage the potential of region effectively and efficiently in order to improve the welfare of society.

2. Developing and managing urban facilities and infrastructure of essential services in education, health and trade more modern and environmentally friendly.

3. Improving the distribution of urban infrastructure development to support economic development equal distribution and welfare of the community.

4. Developing the potential of local art and culture as the foundation of development and tourism development of Magelang.

5. Strengthening religious life and religious tolerance through the organization of events - religious activities and improvement of facilities - infrastructure awakening of worship as the cornerstone of civil society.

2.4 Department of Communications, Informatics, and Statistics Profile

According to Magelang Mayor Regulation No. 41 of 2016 on Positions, Organizational Structure, Duties and Functions, as well as Working Procedure of the Department of Communications, Informations, and Statistics of Magelang city, Article 2, paragraph 1 and 2 explain the Department of Communication, Informations, and Statistics

is the agency that carries out government affairs of communications, informatics, and statistics coding field. Department of Communications, Informations, and Statistics chaired by the Head of Department, located under and responsible to the Mayor through the Regional Secretary.
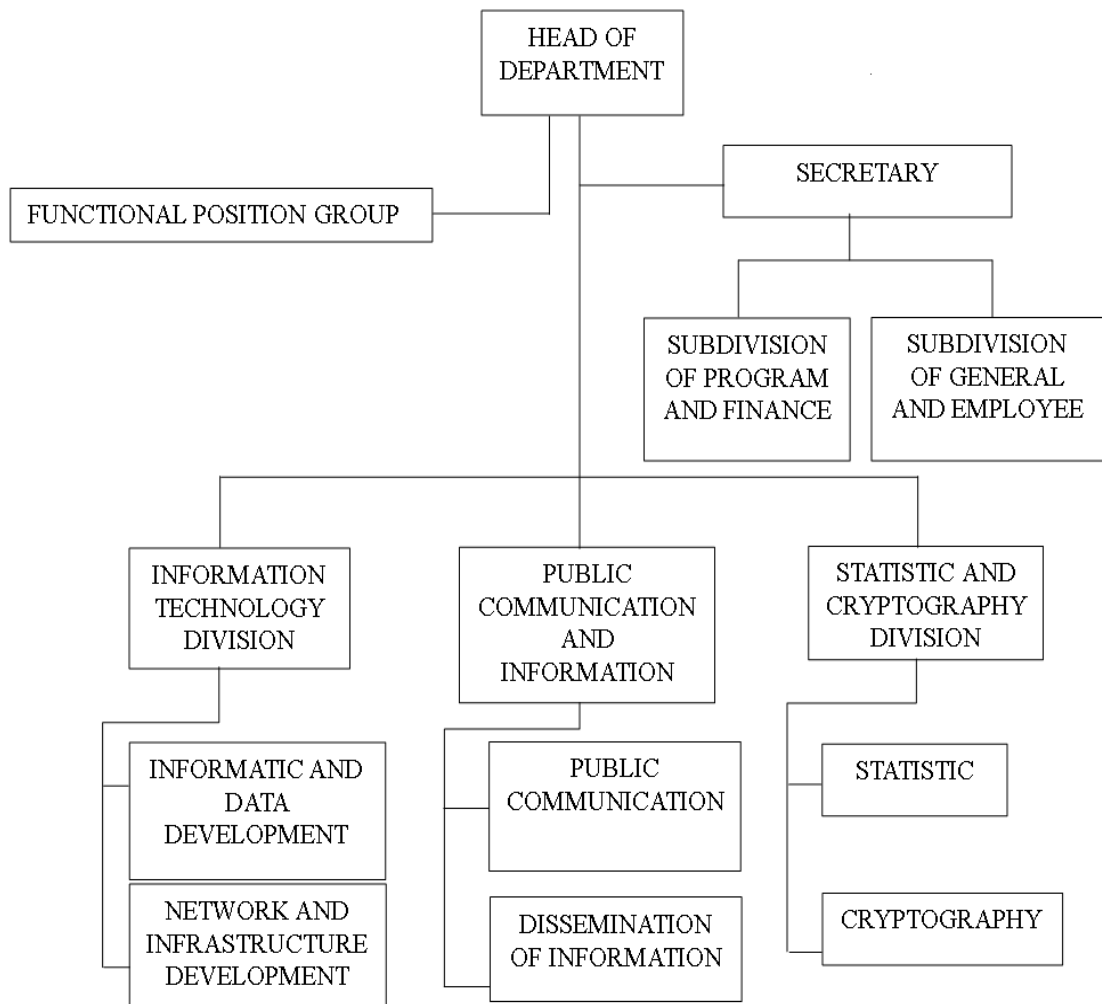
The Department of Department of Communications, Informations, and Statistics task is to help the Mayor in implementing the Government Affairs of Communication and Informatics, Statistics and Coding under the authority of Regional and Tasks given to the local government. Meanwhile, Department of Communications, Informations, and Statistics function as follows:

1. Formulating policy following the scope of duties.

2. Implementing policy by the scope of duties.

3. Evaluating and reporting under the scope of duties.

4. Doing administrative work per the scope of duties.

5. Implementing other functions provided by the Mayor related to the task function.

2.4.1 Organizational Structure

According to Magelang Mayor Regulation No. 41 of 2016 on Positions, Organizational Structure, Duties and Functions Working Procedures as well as the Department of Communications, Information and Statistics of Magelang, the organizational structure of the communication, informatics, and statistics department is as follows

Figure 4. The Organizational Structure of Department of Communication, Informatics and Statistics of Magelang

Source: *Department of Communications, Informatics and Statistics of Magelang Data, 2020*

2.4.2 Magelang Cerdas Application profile

Following the mandate of Article 23 paragraph (1) of Law No. 25 of 2009 on Public Service, noted that "To provide information support for the implementation of public services must be held as a national information system" while article 23 paragraph (4) Law No. 25 of

2009 concerning Public Service Operator is obliged to manage the information system consisting of Electronic Information Systems or non-electronic, which at least includes; organizer profiles, executive profiles, service standards, service notice, the management of complaints and performance assessment.

Based on the references of these regulations, the Government of Magelang began in 2017 has provided a public service shaped based applications android with the application named *Magelang Cerdas*: "One-Stop Public Service Portal With One Touch," which aims to facilitate the entire community of Magelang and netizen to access all information contained in the City of Magelang through an electronic portal. Accessible information is information related to electronic-based public services, licensing, local tax payment services, hospital services, analytical services by merely pressing the click of a finger (one-touch) on a smartphone or a cell phone based on Android.

Up to 2019, the electronics-based public service is always updated and added new features to facilitate public access to government services. The use of this one door portal application is undoubtedly beneficial for the community to conduct interactive, participatory communication to the government of the city of Magelang in a fast, inexpensive, efficient manner. Besides, to realize the transparent service, increase accountability in the process of governance, save the government budget, as well as facilitate the flow of information that can be accessed openly by the public in order to create the ideals of good governance and open government on governing in Magelang.

Table 4. Percentage of Household Members aged 5 years and above according to the Characteristics and the use of Information Technology during the Last Three Months, 2019

Characteristics	Using Cell Phones (HP) / Wireless or Computers (PC / Desktop, Laptop / Notebook, Tablet)	Access the Internet (including Facebook, Twitter, Whatsapp)
Male	85,44%	73,31%
Female	80,66%	65,56%

Source: Public Welfare Data Statistics of Magelang, Central Bureau Statistics of Magelang, 2019

Public welfare data statistics of Magelang in 2019 stated that 85.44 percent male and 80.66 percent female in Magelang been using a mobile phone, computer, laptop, or tablet. It can be calculated on the average that about 83.05 percent of the people in the town of Magelang have been using mobile phone technology and others.

Then in the category of internet users, the data showed that 73.31 percent of men and 65.56 percent of women in the city of Magelang have accessed the internet. From these data, it can be concluded that 69.36 percent of the people of the city of Magelang have enjoyed internet services. With this data, it can be said that the application of e-government programs in public services needs to be implemented so that services become more effective and efficient.