

THE EFFECTIVENESS OF THE USE OF THE TEBO MOBILE APPLICATION BY THE DEPARTMENT OF COMMUNICATION AND INFORMATION OF TEBO REGENCY

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Abstract

This study aims to determine the implementation of e-Government in Tebo Regency, the effectiveness of the *Tebo Mobile* application, and the government's efforts to improve its effectiveness. This research employs a mixed-method approach, combining both qualitative and quantitative methods. Data were collected through interviews, direct observation, and the distribution of questionnaires to the community. The findings of this study reveal several points regarding the implementation process of e-Government in Tebo Regency, which has reached the fourth stage (Utilization). At this stage, several application programs have been developed by various agencies, including SIPUJA, ABDI Tebo, and SIPAMTO.PA, and Tebo Mobile. The *Tebo Mobile* application can be downloaded through the Google Play Store. It contains various types of information about local governance and geographic data of Tebo Regency. In addition to providing information, the application also includes public service features such as a public complaints and aspirations forum, business licensing services, and e-Samsat. However, based on Campbell's theory of effectiveness, the use of the *Tebo Mobile* application in Tebo Regency remains ineffective in terms of usefulness, integration, and user satisfaction. Moreover, the efforts of the Tebo Regency Government, particularly the Department of Communication and Informatics, to enhance the effectiveness of *Tebo Mobile* have been limited by several obstacles, including budget reallocation, a shortage of IT programmers, and staff workload overload.

Keyword: Effectiveness, e-Government, Tebo Mobile, Communication and Information Service (Diskominfo)

Abstrak

Penelitian ini bertujuan untuk mengetahui penyelenggaraan e-Government di Kabupaten Tebo, efektivitas penggunaan aplikasi Tebo Mobile di Kabupaten Tebo, dan untuk mengetahui upaya pemerintah dalam mengefektifkan penggunaan aplikasi Tebo Mobile tersebut. Penelitian ini menggunakan pendekatan penelitian dengan jenis mix method (gabungan) yang mana dalam proses pengumpulan data peneliti menggunakan Teknik wawancara, observasi langsung serta penyebaran angket/kuisisioner kepada masyarakat. Teori yang digunakan dalam penelitian ini adalah e-Government, Efektivitas menurut Campbell dan Thondriker. Adapun perolehan hasil dari penelitian ini adalah beberapa temuan tentang proses penyelenggaraan e-Government di Kabupaten Tebo sudah berada pada tahapan ke-4 (Pemanfaatan) yaitu ada beberapa program Aplikasi yang diterbitkan oleh beberapa Instansi seperti SIPUJA, ABDI Tebo, Sipamto.PA dan Tebo Mobile. Aplikasi Tebo Mobile merupakan sebuah Aplikasi yang bisa di download melalui google play store. Aplikasi ini berisi beberapa informasi tentang pemerintahan daerah dan informasi lokasi Daerah Tebo. selain memuat informasi, aplikasi ini juga memuat sistem pelayanan publik yaitu forum pengaduan dan aspirasi masyarakat, pengurusan perizinan usaha, dan e-Samsat. Namun dalam penyelenggaraannya berdasarkan teori efektivitas menurut Campbell bahwasanya

penggunaan aplikasi Tebo Mobile di Kabupaten Tebo masih belum efektif, baik dari segi kebermanfaatan, Integrasi, dan Kepuasan. Adapun upaya pemerintah Kabupaten Tebo khususnya Dinas Komunikasi dan Informatika dalam hal ini masih belum banyak melakukan pergerakan dalam mengefektifkan penggunaan aplikasi Tebo Mobile tersebut karna ada beberapa kendala yaitu pengalihan dana, Kekurangan programmer di bidang TI, dan pelimpahan tugas yang melebihi kapasitas Staf yang ada di Dinas Komunikasi dan Informatika.

Kata Kunci: Efektifitas, e-Government, Tebo Mobile, Dinas Komunikasi dan Informatika (Diskominfo)

Introduction

The implementation of e-Government in Indonesia has developed rapidly over the past two decades. Through Presidential Instructions No. 6 of 2001 and No. 3 of 2003, the government sought to restructure bureaucratic work processes by emphasizing the principles of information transparency and public services oriented toward community needs. In line with these efforts, the enactment of Law No. 11 of 2008 on Electronic Information and Transactions (ITE) further strengthened the legal foundation for the management of data, information, and technology-based public services at all levels of government (Mozin et al., 2025). This policy was later implemented at the regional level, including in Tebo Regency, through Regent Regulation No. 23 of 2018 concerning the Implementation of e-Government.

One concrete example of this policy implementation is the launch of the Tebo Mobile application by the Department of Communication and Informatics of Tebo Regency in 2019 (Collins et al., 2021). This application represents a digital public service innovation that facilitates public access to government information and services. Through features such as a public complaint forum, online licensing services, digital regional maps, and a directory of important contact numbers, the local government aims to enhance the efficiency of public services while strengthening two-way interaction between the government and the community (Sulaiman, 2025).

However, despite the initial goal of expanding public access to government services, the application's utilization rate remains very low. Based on collected data, among the total population of Tebo Regency—360,193 people—only about 100 individuals have downloaded and used the Tebo Mobile application (Syafitri et al., 2024). This condition reveals a significant gap between the potential of digitalized public services and the reality of community participation on the ground. Weak digital literacy, limited technological infrastructure, and minimal socialization efforts from the local government are the dominant factors hindering the optimal implementation of e-Government.

The phenomenon of low e-Government effectiveness does not occur only in Tebo Regency but also represents a common issue across many regions in Indonesia. As stated by Abdul Kadir (2020), the main challenges in e-Government implementation involve three crucial aspects: first, access channel challenges related to technology accessibility and information network coverage; second, public participation challenges highlighting the importance of citizen and non-governmental involvement; and third, financing and change management

challenges concerning the readiness of the bureaucracy to adapt to digital systems.

Thus, the urgency of this study lies in the need to evaluate the effectiveness of the Tebo Mobile application as a representation of e-Government implementation at the regional level. This research is expected to determine the extent to which the application functions as an instrument to improve the quality of public services and community participation in Tebo Regency (Sulaiman, 2025). In addition, this study seeks to identify the factors influencing the low level of application utilization, both on the internal side of local government and in user behavior (the community). This study is significant because its results are expected to provide empirical contributions to strengthening local government digitalization policies and serve as a basis for formulating strategic recommendations for other regional governments developing e-Government systems. By analyzing the effectiveness of the Tebo Mobile application, this research is expected to enrich the literature on e-Government implementation in Indonesia and to provide direction for developing digital public service models that are more inclusive, adaptive, and sustainable (Tremblay et al., 2021).

A previous study with a similar theme was conducted by Yunita and Wahyudi (2020), students at the State Islamic University Sulthan Thaha Saifuddin Jambi, which discussed the implementation of e-Government at the High Prosecutor's Office of Jambi Province. Their research explained that the Jambi High Prosecutor's Office launched a program to support the implementation of e-Government in Indonesia, while improving the bureaucratic system by transforming manual processes into online systems. Furthermore, a study conducted by Wijaya (2022), a student at Semarang State University, titled "*The Implementation of E-Government in the Regional Secretariat of Semarang Regency*", showed that the implementation of e-Government in that region has not yet run optimally. One obstacle is the low level of public awareness and understanding of the e-Government system implemented by the Semarang Regency government. This condition hinders implementation, as the community is a key actor in realizing the success of the e-Government concept.

Based on the research conducted by Yunita and Wahyudi, as well as Wijaya, regarding the implementation of e-government, the author found a common problem faced in the administration of e-government in their respective regions—namely, the lack of public participation in the use of information technology. Although the studies share a similar issue, they also differ in several respects, which the author emphasizes to avoid any infringement of copyright by previous researchers. Therefore, this study differs in terms of research objects, locations, and years. While Yunita and Wahyudi examined the use of e-government at the Jambi Prosecutor's Office through the Halo Jaksa application, and Wijaya discussed the implementation of e-government in Semarang Regency, the author will conduct research in Tebo Regency, focusing on the Tebo Mobile application. In addition, this study also differs in the research methods and theoretical frameworks used. Based on the above explanation, this research focuses on analyzing the effectiveness of the Tebo Mobile application as an e-government implementation in Tebo Regency, as well as the factors that influence its effectiveness.

Method

This research was conducted in Tebo Regency, with the primary focus on assessing the effectiveness of the Tebo Mobile application as part of the region's e-Government program implementation. The study took place over two months, from August 1 to September 30, involving smartphone users and the Department of Communication and Informatics of Tebo Regency as the primary data sources.

The research employed a mixed-method approach, combining qualitative and quantitative methods. The qualitative approach was used to obtain in-depth data through interviews and direct field observations. In contrast, the quantitative approach was used to strengthen the research findings by distributing questionnaires to the community. The integration of these two approaches is expected to provide a comprehensive overview of the effectiveness of using the Tebo Mobile application in improving the quality of public services in Tebo Regency (Muhammad Mahathir Anief, 2024).

The data used include both primary and secondary sources. Primary data were obtained through interviews with the Head and staff of the Tebo Regency Communication and Information Office (Dinas Kominfo), the researcher's observations of the *Tebo Mobile* application, and public responses collected through questionnaires. Meanwhile, secondary data were obtained from various written sources, including the *Tebo Regency in Figures 2021* document, Regent Regulation Number 23 of 2018 concerning the Implementation of e-Government, and internal archives and reports from the Communication and Information Office relevant to the study. The population in this research comprises all residents of Tebo Regency who use smartphones, totaling 222,350. To determine the number of respondents, the researcher used the Slovin formula with a 10% margin of error, yielding a sample of 100 respondents. The sampling technique used was random sampling, which involves selecting samples randomly without considering specific respondent backgrounds to ensure more representative research results (Sanjayawati, 2020).

Data collection was conducted using three primary methods. First, a questionnaire was used to measure the effectiveness of the Tebo Mobile application, using a Likert scale to assess public perceptions of its usefulness, integration, and user satisfaction. Second, in-depth interviews were conducted with officials from the Department of Communication and Informatics of Tebo Regency to gather information on management, challenges, and strategies to improve the application's effectiveness. Third, direct observation was conducted to examine firsthand the interface, features, and accessibility of the Tebo Mobile application as a digital public service platform (Reza, 2024).

The research instruments used include interview guidelines, observation sheets, and questionnaires developed based on Campbell and Thorndike's theory of effectiveness, which consists of three main indicators: utility, integration, and satisfaction. These three indicators measure the extent to which the Tebo Mobile application provides convenience, coherence, and satisfaction for its users (Maulida Nuzula Firdaus, 2023). The data obtained were then analyzed using descriptive quantitative analysis. The first step was editing, which involved checking the completeness and consistency of the respondents' answers. Next, data tabulation was carried out, organizing the questionnaire results into frequency and percentage tables to facilitate analysis. Subsequently, a validity test was conducted using the Pearson Product-Moment correlation technique at the 5% significance level; an item was considered valid if the calculated r-value exceeded the r-table value (0.196). The quantitative data results were then

interpreted alongside findings from interviews and observations to reach an objective conclusion on the effectiveness of the Tebo Mobile application's use among the people of Tebo Regency (Yora, 2023).

Result and Discussion

The existence of information technology today has been greatly beneficial — not only for personal matters but also for governance. In Tebo Regency, the implementation of e-Government was officially launched in 2018 through Regent Regulation No. 23 of 2018 concerning the Utilization of Information and Communication Technology within the Tebo Regency Government. Article 3 states that the purpose of utilizing information and communication technology within the Tebo Regency Government is to maximize the use of information technology to realize electronic-based governance (e-Government) that provides accurate data and information in support of regional administration. With this, the Tebo Regency Government began actively developing several programs to implement e-Government in the region (Sahgal, 2024).

If viewed from the four stages of e-Government implementation, Tebo Regency has reached the fourth stage, namely the utilization stage. At this stage, the government has provided an application that serves as a tool for public services. In the previous stages, the Tebo Regency Government had also developed a website, <http://www.tebokab.go.id>, which serves as the main gateway to the regional government's online presence. It is one of the official websites of the Tebo Regency Government, disseminating information on development, government administration, and public services to the community, and serving as a medium for the public to convey their aspirations to the government (Soru & Payong, 2019).



Figure 1. Official Website of Tebo Regency Government

As stated in Regent Regulation (Perbup) No. 23 of 2018, the official website of Tebo Regency contains various types of information, including public service processes. This proves that the provisions of Regent Regulation No. 23 are indeed being implemented. However, it should be emphasized that the website has not yet established an interactive relationship between the government and the public, as it only provides one-way information (Gunawan, 2022). That is, from the government to the public. However, in terms of public services and providing channels for community aspirations, there is still no access available on this website. In the fourth stage, regarding utilization, the Tebo Regency Government has developed several applications that are expected to support the implementation of e-government in Tebo Regency at a more advanced level.

Through these efforts, the government hopes that the programs it has developed will improve the quality of public services in Tebo Regency.

Here are some applications that the Tebo Regency Government successfully launched:

1. SIPUJA (Your Fingertip Service System): SIPUJA stands for *Sistem Pelayanan Ujung Jari Anda* or *Your Fingertip Service System*. This application is one of the innovations developed by the Tebo Regency Government under the Department of Population and Civil Registration (Disdukcapil). The SIPUJA application serves as a platform that enables residents of Tebo Regency to manage administrative documents, including Family Cards (KK), Identity Cards (KTP), Child Identity Cards (KIA), and Birth Certificates.
2. ABDI Tebo: ABDI Tebo is a civil service application for the Regional Government of Tebo Regency. This application is designed to facilitate the management of personnel administration for civil servants of the Tebo Regency Government.
3. SIPAMTO.PA Tebo: SIPAMTO.PA Tebo is an application under the supervision of the Religious Court of Tebo Regency. This application contains various services related to marriage/divorce administration as well as case information from the Religious Court in Tebo Regency.
4. Tebo Mobile: The *Tebo Mobile* application was launched by the Department of Communication and Informatics in 2019. This application includes several public service features, such as complaint submission, community aspirations, e-Samsat, licensing matters, and public information, covering information about the Tebo Regency Government and access to service location information.

The Ministry of National Education states that an effort is an attempt, intellect, and endeavor to achieve a goal; it can also refer to solving a problem, finding a solution, and so on. Effort is also defined as an attempt to improve quality, quantity, or achieve better results (Nasution, 2018). To optimize the use of the Tebo Mobile application, the Department of Communication and Informatics of Tebo Regency focuses on improving its quality and increasing its user base.

In the implementation of e-Government in Indonesia, six key strategies were previously outlined in Presidential Instruction No. 3 of 2003.

1. Developing a reliable and trustworthy service system.
2. Organize the management systems and work processes of the government and regional governments holistically.
3. Utilizing technology and information optimally
4. Increasing the role of the business world and developing the telecommunications and information technology industry
5. Developing human resource capacity and community e-literacy
6. Carry out development systematically through realistic and measurable stages.

How is the implementation of the strategy of the six elements above related to the efforts made by the Communication and Information Service in Tebo Regency? (Siswasih, 2021). How the strategies of the six elements mentioned above are implemented in relation to the efforts carried out by the Department of Communication and Informatics of Tebo Regency.

The implementation of the above strategies is based on the results obtained from direct interviews with officials at the Department of Communication and Informatics of Tebo Regency, as follows:

“The *Tebo Mobile* application was created because we wanted the community to receive good services without any hassle — they can simply access them from home. As the name implies, *Tebo Mobile* is designed to accommodate all available public services. This application has many features that we will gradually optimize. Although it may take some time, we are committed to making this application a true service platform for the people of Tebo Regency.”

The interview results above align with Strategy 1 of Presidential Instruction No. 3 of 2003, in which the Department of Communication and Informatics is striving to develop *Tebo Mobile* into a comprehensive, all-in-one service application.

However, after finding that the use of *Tebo Mobile* within the community has been ineffective, the researcher asked a follow-up question about the efforts the Tebo Regency Government, particularly the Department of Communication and Informatics, would undertake to improve the application’s effectiveness.

“Okay, regarding the effectiveness of the *Tebo Mobile* application, we admit that the application is still quite problematic. Frankly speaking, it cannot be properly used yet. We acknowledge our shortcomings in managing the application due to several obstacles — funding cuts during the Covid-19 pandemic, lack of qualified staff in that field, and so on. You can confirm this directly with the e-Government Management Division. These issues have led to the application being neglected. However, the efforts we are currently making are to realign our programs with e-Government development strategies as outlined in Presidential Instruction No. 3 of 2003. For example, we are collaborating with relevant agencies and departments, such as the Energy and Mineral Resources Office, particularly in providing internet network infrastructure, since connectivity is crucial for the use of this application.”

The above efforts by the Department of Communication and Informatics, in collaboration with other local government agencies, are considered positive steps toward improving the effectiveness of the *Tebo Mobile* application. However, it is not enough merely to focus on technical improvements; the government also needs to be more proactive in socializing and promoting the application to the public so that citizens understand how to use it and what benefits it provides.

So far, nearly all questionnaire respondents have expressed the hope that the government will be more transparent and socialize its programs to the community more frequently. This would ensure that the public can effectively fulfill its role as a government watchdog.

Based on this, the researcher asked another question:

“In the implementation process of the *Tebo Mobile* application, my field observations showed that many residents of Tebo Regency are unaware that there is an application designed to assist them in accessing online public services. Given this situation, what actions should the Tebo Regency Government take?”

“Socialization is indeed very necessary. The purpose of this socialization is to make the community aware of and understand that there are better ways to deliver public services in their region. That way, they won’t have to travel far to come here just to take care of certain matters that may not even be completed in one or two days. Honestly, I do feel concerned about this situation. But there’s nothing we can do for now because we haven’t been able to socialize this matter to the public yet, as the application is still not fully developed”.

In this case, according to the author's perspective, the Government should continue to provide specific information to the people of Tebo Regency regarding the implementation of e-Government in the region. Although this application is still not fully functional, at the very least, the public should be informed about government programs and the challenges encountered. With such transparency, some community members with greater knowledge of Information Technology could assist in ensuring the success of the Tebo Mobile application (Werimon, 2019). In the process of making the Tebo Mobile application more effective in Tebo Regency, there are certainly many obstacles, as reiterated by Mr. Himawan, Head of the Department of Communication and Informatics of Tebo Regency, as follows:

“Actually, we are short of programmers here, there are only 2 people who are crucial for IT programs, me and 1 of my staff, while our job is not only to focus on programs that are purely the work of the Communication and Information Agency such as the Tebo Mobile application, so in this case, I am honestly overwhelmed with fixing tasks and such, but on the other hand, we have work that should be completed this year, not to mention now there is the Digital Village program so to focus on Tebo Mobile I think it is difficult”.

However, it is regrettable that, if such conditions truly occur in the field, the government should take firmer action, such as implementing a more rigorous employee selection process grounded in professionalism, to ensure employee accountability for the work they perform. Furthermore, the existence of these obstacles proves that among the six key elements of successful e-government implementation, the development and quality of human resources—both from the community and government staff—must be given proper attention. If this aspect is neglected, it is certain that the implementation of e-government will be hindered.

Conclusion

Based on the research results, the implementation of e-Government in Tebo Regency has reached the fourth stage, namely the utilization stage. At this stage, the Tebo Regency Government has developed and utilized various digital-based applications, such as SIPUJA, ABDI Tebo, Tebo Mobile, and Sipamtopa. PA. Previously, during the consolidation stage, the local government established an official website at www.tebokab.go.id. However, the implementation of this website remains one-way communication and has not yet supported two-way

interaction as mandated by Tebo Regent Regulation Number 23 of 2018 concerning the Implementation of e-Government.

Furthermore, the implementation of the Tebo Mobile application is not yet optimal. The application still faces various technical challenges and has not been fully utilized by either the public or regional agencies. Limitations in functionality and accessibility are the main obstacles to its effective implementation. To overcome these issues, the Department of Communication and Informatics of Tebo Regency has made several improvement efforts, including enhancing the equitable distribution of internet networks throughout the regency and organizing internal management by structuring task and responsibility assignments for each field of work. Nevertheless, the implementation of the e-Government program in Tebo Regency still faces several significant challenges, including limited human resources in information technology (especially programmers), budget reallocations, and the delegation of work, all of which affect the smooth implementation of this government digitalization policy.

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