

**ANALYSIS OF ONE DATA POLICY IMPLEMENTATION
IN THE "SATU DATA HULU SUNGAI SELATAN" TO DIGITALIZATION AND REGIONAL
DEVELOPMENT
(Study on Implementation of Website Portal
"Satu Data Hulu Sungai Selatan")**

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ABSTRACT

One Data Implementation in Hulu Sungai Selatan in line with Regent Regulation No. 40 of 2021 in the regency has been effectively optimized by an increase in the disposition factor of the implementer. Bureaucratic appointment signals show that policy implementers are disciplined and accountable. There are no benefits for the One Data HSS Website administrative officer in the Website Portal industry. Salary and a Performance Allowance are provided to Data Officers. One Data Admin from the Ministry of Communication and Informatics and the OPD has been tasked with populating the Hulu Sungai Selatan one data site with statistics from various sectors.

The last piece, a bureaucratic structure, was also put in place. Standard Operating Procedures (SOPs) guide the work of the Communication and Information Office of Hulu Sungai Selatan Regency in the Regional Digitization Program. Everyone, from Bappelitbangda to the general public looking for research data, is given the same weight in the fragmentation index.

Keywords: Implementation, Standard Operating Procedures, One Data Website, and Regent Regulation No. 40 of 2021

1. INTRODUCTION

In the era of Industry 4.0, it is incumbent upon local governments to offer their constituents with government services that are both accessible and digitalized. Information accessibility is a major issue for public services, especially in rural areas. An urban app gives quick access to relevant city data. HSS's vision and purpose will guide the Office of Communication and Informatics in Hulu Sungai Selatan Regency as it refines its tasks and responsibilities in the era of information disclosure.

Hulu Sungai Selatan Regency in South Kalimantan Province is making steady progress in implementing the One Data Indonesia (SDI) plan. Data Standards, Metadata, Data Interoperability, and Reference and Data Codes Parent all contribute to One Data Indonesia's goal of providing up-to-date, consistent, integrated, and accountable information that can be freely exchanged between the government's national and regional branches. Regulation of One Indonesian Data does not exist, as stated by Presidential Regulation of the Republic of Indonesia Number 39 of 2019.

Through the use of cutting-edge technology and intelligent infrastructure, the One Data program is able to effectively provide services to all local citizens at the district/city, provincial, and national levels. If the government officials in charge of a certain area are tech-savvy and open to the idea of one data, then it will become part of the city's standard operating procedure. Governments at the local level need to work together and create long-term procedures to ensure reliable data collection that is both timely and comprehensive.

In order to obtain data that is complete, current, accurate, integrated, responsible, easily accessible, and shareable, Hulu Sungai Selatan has implemented a program called "One Data." One HSS Data is a regional policy that is implemented by the HSS Communication and Information Office. Data management that is correct, up-to-date, integrated, responsible, readily available, and shared is the goal of Regent Regulation Number 40 of 2021 about One HSS Data, which is in line with One Indonesian Data and Presidential Regulation Number 39/2019. With SDI, the government may collect data from national and regional institutions that is reliable, up-to-date, integrated, and easily accessible and shared.

One Data Indonesia (SDI) is being implemented regionally in response to the urgent demand for information in the age of public information disclosure, which is one of the strategic concerns and difficulties facing the Office of Communication and Information Technology. Supporting national and municipal government policies, public information services, and information access, the Sector of Encryption and Statistics formulates technical policies, advises, monitors, regulates, assesses, and reports on information management. In accordance with Regional Regulation Number 9 of 2018 Implementation of Information Technology-Based Government and Communication, the One Indonesian Data initiative laid out in Presidential Regulation of the Republic of Indonesia (Perpres RI) Number 39 of 2019 can be implemented at the regional level, beginning with the Hulu Sungai Selatan Regency.

To combat the region's lack of development and IT use, the **Communication and Information Office of Hulu Sungai Selatan Regency** has established the **Communication and Information Technology Sector** to formulate technical policies, provide guidance, supervise, control, evaluate, and report on the situation in the region. Services for Regional Government domains, subdomains, portals, and websites; intranet creation and internet access; growth of electronic government; **integration of public and government services**; creation of technological and informational resources; and so on.

Systems that analyze and assess data in real time and include sensors do just that. Data integration inefficiencies and doubt can only be conquered by knowledge and comprehension. This necessitates investigating One Data Indonesia. The viability of a city is evaluated before One Data Indonesia is implemented there to guarantee a smooth and efficient rollout. The primary purpose of a web-based application for banks is to provide data and information in a way that satisfies the requirements of various authorities. In order for all interested parties to provide consistent data, it is important that they have a common understanding of how to extract meaningful information from various data sets.

2. LITERATURE REVIEW

2.2.1. Defined Policy

Inu Kencana (2013:168) distinguishes between policy and wisdom, defining the former as an order from above and the latter as a reinterpretation of the norms in light of experience.

"Policy" is defined by Rachmat and Dadang (2016: 98) as "activity that leads to the objectives set by a group or government within a particular scope in relation to certain barriers, while searching for possibilities to accomplish aims or achieve the desired goal" (Carl Friedrich).

2.2.2. Understanding of Policymaking

"Public policy is the authoritative allocation of values for the whole society," writes **David Easton** in Rachmat and Dadang (2016:102).

Public policies are governmental actions that have a positive impact on society, as defined by Rachmat and Dadang (2016:102). There is an end in sight for public policy as well.

James Anderson (1984) described public policy in his book *Public Policy Making* as a series of actions with a well-defined goal that an individual or group of individuals pursues and implements in order to resolve a specific problem or issue. commodity acquired upon request.

The Value of Public Policy Research 2.2.3

Subarsono (2015:4) argues that public policy is beneficial because it increases academic understanding, practitioner competence, and political influence.

a. Growth of Scientific Understanding

Researchers might utilize public policy as a proxy for the effect's causal factor. The elements that have an impact on public policy are the focus of this study. An analysis of the factors that led to the passage of Indonesia's anti-terror legislation.

b. helping those in government

Practitioners may make better policies with less risk when they have a theoretical basis from which to work.

c. electoral purposes

Critics of government policy can find no fault with one that is well-thought out and theoretically sound. Political opponents might be swayed by this policy.

2.1. Concepts in Theory

1. Idea of Growth

Development may be defined as "an increasing attainment of one's own cultural values" (Tjokrowinoto, 1996: 1). Income inequality, poverty, and joblessness are all indicators of a lack of development. Gamal Suwanto (1997: 56) argues that in order to establish high-quality, well-balanced, and gradually introduced products and services, development must include developing and enhancing what already exists.

2. Theory for Regional Development Planning

There must be a plan of attack for every endeavor to succeed. Abe (2002:44) explains that planning is a technique utilized in development to better people's lives. Resource effectiveness is often associated with planning. Therefore, planning aids serve to get us closer to our goals.

3. Growth Methodology

Simply said, strategy encompasses everything of the above and more. The managerial mindset is one of strategic planning. Selecting the best course of action on a constant basis in order to achieve goals is at the heart of every successful strategy or plan (Cangara, 2013).

Companies need to have a plan. If we have a well-thought-out plan, we can get our goods and services to customers quickly. To maintain equilibrium, just communicate.

4. Theory of Policy Implementation, as Developed by Edward III in 1980

In Agustino (2014:149), George C. Edward III (1980) is cited as an example of a top-down theorist. The "Direct and Indirect Impact on Implementation" idea of Edward the Third. King Edward III posits four conditions as necessary for a policy's success:

1.) Speak Up

George C. Edward III argues in Agustino (2014: 150) that successful policy implementation is influenced by communication. Leaders with good judgement tend to have solid follow-through. Each policy decision and regulation for implementation must be sent to the appropriate HR division for the plan to take effect. It is essential that all policy information be 100% correct and consistent. Consistency between policymakers and their implementers is aided by open lines of communication.

There are three ways to evaluate the effectiveness of a communication:

Successful implementation is the result of effective transmission. Misunderstandings arise from a lack of communication. Because of all the regulatory hoops that have had to be jumped through, the road's center has shifted.

Policy implementers need communication that is both clear and concise. A lack of clarity in policy messaging need not impede its implementation. Policymakers might be misled in this way.

The sequencing of messages must be consistent. The instruction must be clear and uniform for it to be established or executed. Since policy implementers get confused by repeated orders.

(2) Property

George C. Edward III argues that funding is necessary for policy execution in Agustino (2014:151). Indicators of useful resources include:

Workers: The key factor is the indication of available resources. Failures in policy execution are caused by a lack of officials. It's not enough to just add employees and implementers; they need to be competent and capable of executing the policy in a way that achieves its aims.

b) Data: there are two components to this indicator. Data on how policies are really put into effect comes first. Implementers need to know what to do when given instructions. The second is information collected by policymakers that shows they are meeting government standards.

The implementer of the policy should also be aware of whether or not other policy implementers are legal.

c) Authorization: This signal indicates that official permission is needed to carry out instructions. Policy implementers need legitimacy in order to carry out policies that have been created democratically. Without this approval, the community will not acknowledge implementers' authority, causing a breakdown in policy execution.

b) Physical conveniences: The policy places a premium on them. A successful implementation requires not only enough people to execute the job, but also the knowledge of what needs to be done and the authority to get it done.

Executor's Mentality

According to George C. Edward III in Agustino (2014:152), the mentality of the implementer is the third factor in policy implementation. Those tasked with enforcing policies designed to reduce bias must have both the will and the means to do so. Behavioral predictors of policy implementation:

If present workers don't carry out officials' policies, I don't have much of a choice but to a) choose bureaucrats whose personalities or outlooks might create real barriers to policy implementation. Those selected to put policy into action should share that dedication. The public's interest in particular.

b) Incentives: modifying incentives may assist implementers in overcoming ingrained patterns of behavior. People do what's best for themselves. Incentives are one way in which policymakers may impact those who put their plans into action. The costs and benefits of following the policy may encourage those in charge to do so. To achieve one's aims, either individually or collectively.

Fourthly, Red Tape

Even if all the signs have been met, the policy may not be fulfilled due to flaws in the bureaucratic system, as stated by George C. Edward III in Agustino (2014: 153). A complete plan needs input from many people. Resources won't be effective if the administrative framework isn't well-aligned with the policies. To effectively back political policies, the bureaucracy must collaborate effectively.

Edward III suggests that the efficiency of bureaucratic structures might be enhanced by the adoption of SOPs and subsequent fragmentation. Policy implementers, administrators, and bureaucrats may benefit from SOPs since they ensure that routine duties are carried out in accordance with established guidelines. The term "fragmentation" refers to an organizational strategy wherein tasks or departments are split up and assigned to other teams.

3. MATERIAL AND METHODS

3.1. Study Method

This study adopted a qualitative methodology because of the nature of the information used as the research object: specifics about the South Hulu Sungai Regent's Regulation Number 34 of 2021 concerning the Implementation of an Electronic-Based Government System and the Hulu Sungai Selatan Regent's Regulation Number 40 of 2021 concerning One Data for the South Hulu against Digitization and Regional Development. This research from the Communication and Information Office of South Hulu Sungai Regency looks at the web portal "One Data Hulu Sungai Selatan" to determine how the One Data Policy Implementation Strategy Counters Digitalization in Regional Development. In accordance with Presidential Regulation of the Republic of Indonesia (Perpres RI) No. 39 of 2019 concerning One Indonesian Data, this method was also selected to describe the implementation of the One Data Indonesia development policy so that it can be applied beginning at the regional level, beginning with the Hulu Sungai district. Regulation No. 9 of 2018 on the Implementation of ICT-Based Government in the Hulu Sungai Selatan District.

Experts in the field of research on the "One Data Hulu Sungai Selatan" website portal at the Department of Communication and Information, Hulu Sungai Selatan Regency, were sought out. This was done in accordance with Presidential Regulation Number 39/2019 concerning One Data Indonesia. Human participants:

- a. The Chief of the Communication and Information Office for the Hulu Sungai Selatan District
- b. Head of the Control and Evaluation Department in Bappelitbangda Hulu Sungai Selatan Province
- c. Bappelitbangda's Purposeful Design
- d. Hulu Sungai Selatan Regency Communication and Information Office Head of Technology, Information, and Communication
- e. Expertise in Statistics
- f. "One Data Hulu Sungai Selatan" Portal Manager.
- g. Hulu Sungai Selatan residents.

4. RESULT AND DISCUSSION

4.1. Result

Digitalization and Regional Development in Hulu Sungai Selatan Province Through the Implementation of a Single Data Policy

Bureaucratic structure is the last stage in Edward III's theory of policy execution. The best-intentioned policy implementers in the world could be thwarted by bureaucratic red tape even if they know what should be done. Edward the Third separates bureaucratic structure into two components:

- a. Methods of Operation

Everyday acts that help employees (or policy implementers/administrators/bureaucrats) adhere to relevant standards (or basic citizen needs) is how Edward III characterizes Standard Operating Procedures (SOPs). Diskominfo, Hulu Sungai Selatan Regency's Website Portal is where you can locate the Regional Digitization initiative's Standard Operating Procedures (SOPs) for carrying out the One Data Hulu Sungai Selatan initiative.

b. Fragmentation

The last symptom of the bureaucratic structure element in Edward III's implementation theory is fragmentation. Work unit duties might be fragmented. SOPs should be followed by communities looking for One Data Hulu Sungai Selatan information.

As can be seen here, OPD and chosen neighborhoods get no preferential treatment. Mapping data, fundamental statistics, sector statistics, and complaint information may all be maximized in One Data Hulu Sungai Selatan, and all OPD officers and data requesters are handled equally. It also lessens inefficient bureaucracy to make things more adaptable.

4.2. Discussion

Evaluation of the South Hulu Sungai One Data Program on the Diskominfo Website Portal for the Regional Digitization Project using the Edward III Policy Implementation Theory. Policy implementation in regional development and digitalization is broken down into four categories according to Edward III's policy implementation theory: communication, resources, implementers' attitudes, and bureaucratic organization.

a. Transmission

Indications from the transmissions point to the South Hulu Sungai Regency Diskominfo's Regional Digitization Program implementers being familiar with the One Data policy. According to the Head of Hulu Sungai Selatan Regency's Communications and Informatics Service in the Regional Digitization Program, OPD (regional device organizations) may search for regional development planning data with greater ease and proximity using One Data Hulu. a data. Like the OPD, Bappelitbangda investigates and advances Hulu Sungai Selatan. Data sharing on the Satu Data Website is still lacking, though. Using Diskominfo's One Data Website Portal to access private information isolates people. The Bappelitbangda resident Mr. Saubari came upon Satu Data on Diskominfo.

Despite a robust regulatory system and extensive socialization from Diskominfo to villages and sub-districts to the community at Diskominfo, the Regional Digitization Program has failed in Hulu Sungai Selatan Regency, according to data gathered on the ground. The technical supervisor,

BAPPELITBANGDA, is playing catch-up and relies only on reports from Diskominfo about the rollout of One Data. One Data has been functioning normally despite Diskominfo's ongoing efforts to enhance and refine it. The transmission indicator's communication aspect is seen helpful in Edward III's theory of policy execution. This means that the South Hulu Sungai One Data Program on the Website Portal at the regency's Communication and Information Office has run, but might be enhanced.

b. Clarity

The policymaking process necessitates communication between the policymaking process and the community. The message must also be understandable. If policy implementers get ambiguous instructions, they will have difficulty coordinating. use in a public forum. The legal underpinnings of this strategy provide clarity in dialogue. Diskominfo's One Data program is governed by Regional Regulation No. 40 of 2021 of the South Hulu Sungai Regency on One South Upstream Data and Perbup No. 9 of 2018 on the Implementation of Information and Communication Technology-Based Government.

The South Hulu Sungai One Data Program is still not being effectively implemented via the Website Portal at Diskominfo, Hulu Sungai Selatan Regency. Since the people responsible for enforcing policies, like the One Data workers at the Communication and Information Office in Hulu Sungai Selatan Regency, are still around. Most people involved in the Regional Digitization Program are unaware of the legal basis for the One Data policy. Most officers only know about the One HSS Data framework established by Regents Regulation 40 of 2021. Because other organizations responsible for enforcing policy do not engage stakeholders in dialogue. Since no one knows what the legal basis for One Data Hulu Sungai Selatan is, they are currently working on spreading the word about it and could need some help.

The aspect of communication in the clarity indicator has been well implemented, however it has to be improved in order to reach stakeholders, as per Edward III's policy implementation theory.

c. Consistency

The aforementioned research demonstrates that the consistency indicator, the program's last component, has been fully implemented on the website portal at Diskominfo of the regency, as ordered by King Edward III. All policy implementers in the Regional Digitization Program that implement One Data have done so in accordance with the Hulu Sungai Selatan Regency Regional Regulation Number 9 of 2018 Implementation of Information Technology-Based Government and Communication, which is integrated with Regent Regulation Number 40 of 2021 concerning One HSS Data.

According to ODP and the residents of Hulu Sungai Selatan, the Communication and Information Office's usage of the One Data Website for the Regional Digitization Program is in line with the

One Data Service Standard. details on how to collect data for studies like the Recap of Natural Disaster Data or the Complete Basic Immunization Achievement Data for Hulu Sungai Selatan Regency or the Growth of Bumdesa/Bumdesma or the Covid19 Data or the Stunting Data. an expansion of the Dataset menu to include external connections to PDF, Excel, Word, and websites.

As part of the Regional Digitization Program, Hulu Sungai Selatan Regency has begun using Diskominfo, an online data portal.

The preceding research suggests that although resources, clarity, and consistency are all strong in communication, transmission is weak. As a result, there are holes in the One Data initiative's compliance with the Hulu Sungai Selatan Regency's Website Portal regulation. According to the Edward III hypothesis,

Policy choices and implementation directives are more likely to be carried out if they are communicated clearly and properly to those responsible for carrying them out.

Monitoring and assessment, together with communication, transmission, and resources, are crucial to the successful operation of any government program, as proposed by Edward III's thesis. According to Situmorang (2016), the success or failure of a policy is based on how well it was evaluated. As a result, evaluating the policy's effectiveness is an integral part of its operation. Specifications, measurements, analyses, and recommendations are all part of an evaluation. James Anderson identifies three distinct categories of policy evaluation, as outlined by Situmorang (2016):

- a. Evaluating the effectiveness of policies and programs is just as crucial.
- b. When evaluating employees, transparency and effectiveness in carrying out policies are given top priority.
- c. Evaluating the suitability, costs, advantages, and recipients of a policy in a methodical manner.

Phases make up the review process, according to Edward A. Suchman (in Situmorang, 2016). Program objectives, problems, activity definition and standardization, change measurement, change cause discovery, and indicator selection are all part of the policy evaluation process. The first of the six steps, he says, is the most crucial. Objectives, procedures, and outcomes of policies are all explained through evaluations. There are three stages to each evaluation:

- a. Justify the policy's effectiveness.
- b. The assessment of policy has a social focus.

c. The government's reaction to the results of its policies is evaluation.

The outcomes of policy decisions are multifaceted and occur on five dimensions. Factors to consider include the impact on public problems and the people involved, the status of groups outside the policy's purpose, current and projected conditions, and the community's indirect costs associated with implementing the policy. Information should be digitized. Policy review might be slowed down by competing interests if clear criteria aren't identified.

5. CONCLUSION

Several sectors require improvement, but overall, the research and discussion indicate that the Analysis of the Implementation of the One Data Policy in the South Hulu Sungai on Digitalization and Regional Development in Accordance with Regent Regulation Number 40 of 2021 concerning One South Upstream Data Policy can run optimally. This may be seen by...

1. According to the communication factor that has been successfully implemented to the community in regional digitization, the success rate of implementing the Website Portal "One Data Hulu Sungai Selatan" in accordance with the Regent's Regulation Number 40 of 2021 in Hulu Sungai Selatan Regency has been quite optimal, based on the indicators of communication, resources, disposition, and success.

2. With the exception of two indicators, the Resource Factors have been implemented successfully in the Upper South River One Data Policy on Digitalization and Regional Development.

3. Increasing the disposition factor or attitude of the implementer, which has been successfully implemented optimally, is the strategy to overcome challenges and difficulties in the Implementation of One Data for South Hulu Sungai in accordance with Regent Regulation Number 40 of 2021 in Hulu Sungai Selatan Regency. Bureaucratic appointment signals show that policy implementers are disciplined and accountable.

4. The last piece, a bureaucratic structure, was also put in place. Standard Operating Procedures (SOPs) guide the work of the Communication and Information Office of Hulu Sungai Selatan Regency in the Regional Digitization Program. Everyone, from Bappelitbangda to the general public looking for research data, is given the same weight in the fragmentation index.

RECOMMENDATION

a. The implementation of the South River Hulu One Data Website Portal calls for interagency cooperation. One example is the South River Upstream Data Unit's efforts to improve HR quality as part of the Regional Digitization Program's implementing officers.

b. It is also important to educate the public about the South River Upstream One Data Program. The RT Head might host a meeting with the community to facilitate direct socialization. Use the web, social media, and explain each RT to get the word out about the Satu Data Hulu Sungai Selatan webpage and all the useful information it contains.

c. The Hulu Sungai Selatan Regency need to teach its citizens the benefits of sharing information publicly. This promotes citizen participation and discourages public brokers.

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