



## THE EFFECT OF GOVERNMENT WEBSITE ON THE SOCIAL LIFE OF THE COMMUNITY (CASE STUDY OF ONLINE JUDGING ADVERTISING ON GOVERNMENT WEBSITE)

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### ABSTRACT

The development of technology today provides many conveniences for our lives, giving both positive and negative impacts. Nowadays, the website is an example of the progress of internet technology containing various information and also digital communication, in government the website is one of the tools for services that must be kept safe so as not to have a negative impact on the community. Method: This article uses a qualitative analysis method to obtain data through literature studies from the mass media. Results: Seeing how the influence of government websites on people's social lives from the impact of advertisements for online gambling sites that are spreading. Conclusion: Government services through the website must be organised properly to maintain data security and ensure the implementation of educative information.

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### INTRODUCTION

Technological developments today have many impacts on various parties both individually, individuals between individuals, individuals between groups, and groups between individuals. In addition, official institutions such as the government are also affected by technological developments, we can see this through innovations in the services provided to the community, in the past, services to the community were carried out traditionally with correspondence activities and required the community to be present directly in the room, but nowadays with the development of technology, services can be accessed via the internet in a website where there is various information that makes it easier for the community as well as the government in administrative activities. Generally, the website owned by the government contains how the service products provided by the government in a website contain staffing arrangements,

information on requirements in making important letters such as family cards, identity cards, as well as government work programmes, news and current announcements that can be accessed via Smartphone (Silcock, 2001; Eyob, 2004; Chau, 2004).

Utilising today's technological sophistication in government has an impact on social life, this is likened to if we do an activity it will have an impact on other activities and not infrequently these activities can cause changes both in small changes and major changes so that they can affect the lifestyle and mindset of the community, especially for people who are already literate in technology, websites owned by the government are slowly changing people's lifestyles. For example, before the existence of the website, if people wanted to take care of a family card, they had to go to the Dukcapil office to find out what the requirements were, from these activities the community certainly interacted with the

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waiter and also the people he met in the office, whereas nowadays through the website the community only needs to see the requirements on the website and only come to the office to deliver the requirements. On the other hand, the central and local governments from the highest to the lowest government have their own websites, on the website there are also differences between the websites of the government in region A and region B. If the people from region B access the website of government A has a good website, the people of region B can provide criticism and suggestions on the website which will be an evaluation of the local government website B with the depiction of the case above, technological advances have resulted in a critical society, but the culture of helping and communicating well in the public has gradually diminished, this has been replaced by an individualistic culture of society.

From the government website, transparency can be created to monitor how the use of public funds ensures government accountability for policies, the depiction of public services through the website is an online service that requires higher knowledge so that the existence of a government website must also be accompanied by education, public awareness to help increase understanding of technology and keep up with the times through technology and succeed in service innovation than the government in today's technology era, here are some government websites: Website of the Ministry of Communication and Informatics [www.kominfo.go.id](http://www.kominfo.go.id) Official website of the House of Representatives (DPR) [www.dpr.go.id](http://www.dpr.go.id) Website of the Ministry of Finance of the Republic of Indonesia [www.kemenkeu.go.id](http://www.kemenkeu.go.id) Website of the Ministry of State-Owned Enterprises (BUMN) [www.bumn.go.id](http://www.bumn.go.id) Website of the Ministry of Villages [www.kemendesa.go.id](http://www.kemendesa.go.id) Website of the Ministry of Transportation <https://dephub.go.id> Website of the Ministry of Health [www.kemkes.go.id](http://www.kemkes.go.id) Website of the Ministry of Administrative Reform and Bureaucratic Reform <https://menpan.go.id> Website of Public Works and Public Housing [www.pu.go.id](http://www.pu.go.id) Website of the Ministry of Industry <https://kemenperin.go.id>.

Of the ten websites are some examples of websites owned by the government, in addition to the government in the ministry and local government agencies have websites as well and in general each regional website has a web address that contains elements of the name of the region, this is no different from the ministry website which contains elements of the ministry. Every innovation made by the government results in development for progress and shared prosperity, Siagian (MCMLXXX: 2-3) defines "development is an effort of planned growth and change carried out consciously by a nation, state, and government, towards modernity in the framework of state development". Focusing on the word modernity means that the form of government services follows the times, which means that changes in current services, the process of globalisation cannot be avoided by any party, instead it will follow and also be carried away because of this we must be good at filtering what we need to do. Returning to discussing government services with adaptations today, one of the service implementations is through administration and the application in the adaptation is in the form of the website previously described.

Administrative services through websites have resulted in changes in various aspects of people's lives, when people also misuse and also easily get hoax news because of the ease of getting information, in government websites that are easily accessible now result in dependence from the public so that they ignore public information and participate less with the outside world from the Indonesian Internet Service Providers Association (APJII) Survey data recorded that internet users in Indonesia reached 78.19% and in 2023 penetrated 215,626,156 people out of a total population of 275,773,901 people, this means that many people have participated in using the internet either for personal enjoyment or to increase knowledge.

Considerations regarding society's dependence on websites provided by the government have become a serious issue that requires in-depth research, especially in efforts to achieve development towards modernity and the cultivation of a nation with

a modern and morally upright society, reflecting the values of Pancasila in daily life. The influence of various government websites, whether from the central or regional government, facilitates public access to information. However, special attention needs to be given to the potential negative impacts that these websites may have on the social life of the community.

In this context, there is concern that government websites are currently under attack from advertisements for online gambling sites, which can be a source of criminal activity in the country. This is ironic because government websites should ideally ensure their security and have a positive impact by facilitating government services through technology adaptation. Some examples of government websites affected by the infiltration of online gambling ads include: <https://bulukumba.bawaslu.go.id>, <https://dinkes.lubuklinggaukota.go.id>, <https://simpeg.kepulauanselayarkab.go.id>, <https://stageof.jayapura.bmkg.go.id>, <https://bangkom.bekasikota.go.id>, <https://simakespel.dephub.go.id>, and <https://skpi.ung.ac.id>.

In the legal context, Law No. 11 of 2008 concerning Electronic Information and Transactions, in Article 4 part C, states that the utilization of information technology and electronic transactions aims to improve the effectiveness and efficiency of public services and provide excellent services to implement the concept of e-government. The digitization of government cannot be separated from economic, political, social, and cultural conditions, as well as the use of Information and Communication Technology (ICT) for the internal needs of the government and public services (Indrajit, 2002). Evaluation of services through ICT must be continuously conducted to anticipate potential disruptions caused by irresponsible parties.

## METHOD

Analyzing the influence of government websites on society in this article employs Content Analysis; examining messages in various forms of documents or textual data to identify emerging themes and patterns (Content Analysis, Merriam). This method is

suitable in this case because the service patterns provided by the government through websites have an impact on the social life of the community. Additionally, the Interaction Analysis method is applied, emphasizing the understanding of meaning contained within social interactions.

## RESULT AND DISCUSSION

The role of the government in providing services to the community is always accompanied by changes for development with the sophistication of science and technology, this makes it easier for these services to adapt to the sophistication of science and technology desired by social change to accept new things that are around us according to Selo Seomardjan (1974) "Desired or planned changes are changes that are predicted or planned in advance by those who want to make changes in society". The party that wants to make changes in society is the government, we can see this through website services, which are present services based on technology by adjusting scientific and technological advances. Services through the website are carried out through internet operations in smartphones to integrate the service process of both the central government and local governments as public service providers, the government's contribution in making changes to society through website services for the administration of modernity life practices.

Modern society in general is a society that is close to the world of technology able to take advantage of technology to facilitate what is obtained, modern society is believed to bring progress but unfortunately modern society only has organic solidarity "Organic solidarity, arises because of a sense of functionalist interdependence between one another in society (OK.Chairuddin) the relationship between modern society and the government website affects the nature of formality especially with the website the communication process is not needed with a lot but still depends on each other as a provider of service products and service consumers. Modern people who are critical often do not hesitate to criticise the

government through the suggestion tool on the intended government website this is due to the ease of accessing information, government websites that are easily accessible also cause someone to be able to spread hoax news, another thing if they do not understand the meaning or sentences on the website.

Currently, the main topic of discussion revolves around the presence of online gambling advertisements on government websites, which are supposed to be filled with educational information and serve as safe and trustworthy platforms. Online gambling ads appearing on government websites are easily accessible, and in society, online gambling sites are no longer unfamiliar. In fact, there are many individuals who have become users of online gambling, with significant negative consequences.

The negative impacts of online gambling include mental health issues, where online gambling addiction can lead to serious psychological dependencies similar to conventional gambling addiction, causing stress and anxiety due to financial losses. Financial problems also arise, as many individuals lose money due to online gambling, resulting in serious financial issues and even an increase in criminal activities such as fraud and deceit.

Social impacts are also evident, where online gambling damages relationships between users and their families, friends, and even the general community, as users tend to isolate themselves. Security and privacy concerns are also a focus, with security risks associated with online gambling, including cyberattacks and identity theft. Moreover, online gambling contributes to an increase in criminal cases, as seen in instances such as murder, engineered robberies, and fraud by package couriers.

The importance of the government's role in addressing the negative impacts of website development and the presence of online gambling advertisements is crucial. Regulations related to cyber security are essential to ensure the provision of good and accurate website services. The formulation of policies for services through websites also requires a series of strategic steps and planning to ensure targeted service delivery.

Government initiatives in addressing these challenges will be key to creating a digital environment that is safe and beneficial for society.

## CONCLUSION

Based on the above research findings, it was found that the impact of government websites on society is highly significant. There is a need for a more secure website, with restricted access through passwords and other security layers to maintain the confidentiality of information. Although both positive and negative impacts of websites are natural, the role of the government is crucial in ensuring online and social security for the community. The government can implement various measures to achieve this.

Firstly, regulations and compliance can be established to encourage service providers and website owners to adhere to cybersecurity standards. Secondly, consumer protection should be a priority, with policies safeguarding users' personal information and preventing online fraud. Thirdly, security certifications can be applied, especially for websites handling sensitive information.

Law enforcement is also crucial, with the imposition of penalties for cybersecurity violations and cyberattacks, including legal actions against cybercriminals. Partnerships with the private sector, such as collaboration with internet service providers and security companies, can enhance overall online security.

Additionally, the aspect of social security also needs attention. This includes taking action against online content that violates the law or has the potential to harm society, such as hate speech or extremist material. Education and public awareness are also necessary to provide an understanding of online risks and ways to address social threats in the digital realm.

Protecting children from online exploitation, addressing hate speech, implementing strict privacy policies, and adopting a multistakeholder approach through collaboration with various stakeholders are also part of the government's efforts. It is important to remember that online security requires collaboration and joint efforts

from various parties, including the government, the private sector, and civil society. The government can play a role as a facilitator and enforcer of regulations to create a safe and trustworthy online environment.

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#### **Author declaration**

#### **Author contributions and responsibilities**

The authors made major contributions to the conception and design of the study. The authors took responsibility for data analysis, interpretation, and discussion of results. The authors read and approved the final manuscript.

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#### **Availability of data and materials**

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#### **Competing interests**

The authors declare no competing interests.

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