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Challenges in the Utilization of Technology-Based Administration Services by the Community in Tongke-Tongke Village, East Sinjai District

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Abstract: This study aims to analyze the capacity of the community in utilizing technology-based administrative services. The method used is a qualitative research method. The results of the study show that the capacity of the people of Tongke-Tongke Village in general has shown the ability to adopt technology-based administrative services. This can be seen from four main indicators, namely knowledge, skills, awareness, and attitude. In terms of knowledge, most of the younger generation has understood the concept and benefits of digital administration services, although adults and the elderly are still limited in their understanding. In terms of skills, access to devices such as smartphones is quite adequate, but the ability to operate technology is still uneven, especially for people over 40 years old who still need assistance. In terms of awareness, both the community and village officials are beginning to realize the importance of digitizing services as an effort to improve the efficiency and ease of service, although limited socialization has made this awareness not reach all levels of society. Meanwhile, in terms of attitudes, the community and village officials generally show an open and positive attitude towards changes towards a digital system, and have a willingness to learn and follow developments. Overall, the people of Tongke-Tongke Village in general have been able to adopt technology-based administrative services, but further efforts are still needed in the form of training, socialization, and mentoring so that all community groups can participate optimally and equally. The findings of the study show the importance of routine socialization, increasing people's digital literacy. By utilizing the results of this research, the village government can develop a more appropriate strategy to optimize technology-based services to be more effective, efficient, and reach all levels of society.

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1 Introduction

The rapid development of information technology has brought major changes in people's activities. Technology is getting closer in daily life, especially in administrative services. These services include data management systems, document creation, and communication between agencies or individuals that can be done online (Andi Cudai Nur, Haedar Akib, 2022). Technology enables more accurate and real-time data processing, as well as reducing the need for physical document storage. The implementation of technology-based administrative services also supports governments and organizations that are more responsive and modern in serving the community.

The application of technology-based administrative services can be seen through various examples, one of which is the use of a website-based information system. This system allows the administration process to be carried out online, making it easier for users to access services and information in real-time (Julianti, 2024). For example, in the government, many agencies are developing *Website* to facilitate public services such as ID card registration, business licenses, or electronic tax payments. Users only need to access *Website*, fill out the required forms, and submit data without having to come directly to the office. This not only speeds up the administrative process, but also increases transparency and reduces potential errors in data management (Bulo et al., 2025).

The use of technology-based administrative services in the village has begun to be implemented in various regions, including in Tongke-Tongke Village, East Sinjai District. This village is a real example of how technology can change the way administrative services are carried out at the village level. The Tongke-Tongke Village Government has launched an *official website* in 2021. Tongke-Tongke Village already has a village website with the name *tongketongke.desa.id*, this website is designed to provide information that is more accessible to the village community and outsiders, thereby increasing transparency and communication between the village government and its residents. Through *this website*, residents can obtain information related to village profiles, recaps of activities or activities in the village, development project development, village budget realization to recipient assistance data. To provide a clearer understanding of the village website that has been running and accessible to the community, more information can be seen in the following graph:

Figure 1. Website Visitors Every Year



Source: Processed by author, March 2025

The graph above shows that *tongketongke.desa.id* website has recorded a very rapid growth in the number of visitors since it was first launched in 2021. The number of visitors to the Tongke-Tongke Village website continues to increase rapidly from 6,140 people in 2021 to 335,088 people in 2024. The total number of visitors to date has reached 881,849 people, with the number of visitors in 2025 still temporary. This figure shows that *tongketongke.desa.id* website has managed to attract the attention of

many parties and functions well as an important public information transparency channel in Tongke-Tongke Village.

The Tongke-Tongke Village website not only functions as a source of information, but also provides self-service features that facilitate the management of administration or correspondence online. With the self-service feature on the *village website*, people can access various administrative services without having to come directly to the village office, which of course saves time and effort. Through this *website*, residents of Tongke-Tongke Village can apply for official documents, such as an application letter for the issuance of identity cards, family cards, change of domicile information, and other administrative documents online. The public only needs to log in to the *website*, upload the required documents, and submit them electronically. After the verification and data processing process is completed, the requested letter or document can be directly sent to the applicant in digital form or can be picked up at the village office if needed.

This self-service feature is very helpful, especially for people who live far from the village office or who have limited time to come in person. In addition, with this technology-based system, administrative data management in the village becomes more efficient, accurate, and well-organized (Iqbal, 2023). Processes that were previously time-consuming can now be done quickly, and the error rate in data recording can be reduced (Kartika & Oktariyanda, 2022). The Tongke-Tongke Village website also allows the public to access information related to administrative procedures and necessary requirements. This creates a more transparent system, where citizens can see the progress of their document management in real-time.

Based on the results of initial observations, although self-service through the *tongketongke.desa.id* website has been launched since 2021 and offers various conveniences in managing administration online, the reality is that there are still few people who use this service. Until now, only 14 people have taken care of correspondence using the self-service feature provided by the Tongke-Tongke village website. This is because many residents do not know about the existence of the service, because information about its existence has not been conveyed evenly and effectively. This limited socialization is the main obstacle, considering that many villagers are not familiar with technology or have not received enough information on how to access and utilize these services. This shows that although technology has been implemented to improve administrative efficiency, there are still some challenges that prevent village communities from adopting the technology to the fullest (Salman, 2024). Exist Many locals do not fully understand how to access and utilize the village *Website*, they prefer to come directly to the village office rather than using *the Website*.

Research (Nury Khirdany et al., 2024). This research focuses on the use of village websites as a means of information for the community. Although the information system built is considered easy to use and informative, this study found that community participation is still low due to lack of socialization and limited understanding of the use of technology. Thus, increasing people's digital literacy is the main key in optimizing the benefits of village websites. Based on the above problems, the purpose of this study is to analyze the capacity of the community in the use of technology-based administrative services in Tongke-Tongke Village, East Sinjai District. The academic benefits of this research can provide new insights for students of the public administration study program regarding the capacity of the community at the village level in understanding and mastering digital technology, especially in the context of the use of technology-based administrative services.

2 Research Methods

Qualitative research methods are research approaches used to understand social and cultural phenomena in depth, through the collection of data in the form of words, narratives, or descriptions that describe the experiences, views, and perspectives of individuals or groups (Fadli, 2021). Qualitative research methods that aim to provide a clear picture of society capacity in the use of technology-based administrative services in Tongke-Tongke Village, East Sinjai District. This study uses data collection techniques in the form of observation, interviews and documentation.

In this study, the tool used to record the results of the interview was a smartphone with a built-in voice recording feature. The use of smartphones was chosen because it is practical and capable of recording sound with sufficient quality for transcription purposes. Communication with informants is carried out through interviews and through the WhatsApp application in the form of text messages according to the convenience and availability of informants. The data analysis process is carried out manually, by reading the results of the interview transcription repeatedly, then identifying and grouping the main themes that emerge from the informant's statement. This analysis activity was carried out systematically using manual coding techniques without the help of special software, so that the researcher was closer to the data and able to capture the meaning in depth. The flow of research data analysis techniques is carried out with the following steps:

- 1) Data Collection: At this stage, the researcher will collect data from the people of Tongke-Tongke Village through methods such as interviews, observations, and questionnaire distribution. The data collected will be related to four indicators of community capacity, namely knowledge, expertise or skills, awareness and attitude.
- 2) Data reduction: This process involves grouping data based on four theoretical indicators of community capacity, discarding irrelevant or unsupportive information for research purposes and structuring the data into a more organized form.
- 3) Data presentation: The data that has been reduced is then presented in the form of narratives, tables, diagrams, or graphs for further understanding and analysis. The presentation of this data aims to show patterns, tendencies, or relationships between indicators. The data presentation will help illustrate the challenges of utilizing technology-based administrative services in Tongke-Tongke Village, East Sinjai District.
- 4) Drawing conclusions: In this study, conclusions are drawn by taking the essence of a series of categories of research results based on observations and interviews.

The determination of informants in this study uses *Deliberate sampling* technique. *Intended sampling* technique is a technique of taking informants or sources with a specific purpose according to the research topic (Nur & Utami, 2022). The informants in this study are:

- 1) Village head and village secretary, as many as 2 people
- 2) Head of Affairs, 1 person
- 3) Community representatives from each hamlet, as many as 4 people. Thus, the number of informants in this study is 7 people.

3 Results and Discussion

Community Capacity in the Utilization of Technology-Based Administrative Services in Tongke-Tongke Village, East Sinjai District

The success of the implementation of technology-based administrative services is highly dependent on the capacity of the community to utilize them. This capacity includes an understanding of technology, skills in the use of digital devices, as well as access to supporting infrastructure such as internet and hardware (Aifalesasunanda et al., 2024). The digital inequalities that still occur, especially between urban and rural areas, are a challenge in the equitable distribution of these services. In addition, factors such as education level, age, and attitudes towards change also affect the extent to which people can adapt to digital systems (Khairul Amri et al., 2022). Therefore, it is important for governments and other stakeholders to strengthen digital literacy, provide training, and ensure the equitable availability of technology infrastructure so that technology-based administrative services can be truly inclusive and reach all levels of society. The indicators used to analyze the capacity of the community in the use of technology-based administrative services in Tongke-Tongke Village, East Sinjai District are: 1) Knowledge, 2) Expertise or Skills, 3) Awareness, 4) Attitude.

Based on the four indicators related to the capacity of the community in the use of technology-based administrative services, the researcher formulated a number of questions that were used as

guidelines in the in-depth interview process with the informants. This interview aims to explore the public's understanding, experience, and perception regarding the use of digital administration services, especially in the Tongke-Tongke Village area, East Sinjai District. The information obtained through interviews is then analyzed to get a comprehensive picture of the community's actual capacity to use the service. The responses of the informants reflecting the condition of the community in Tongke-Tongke Village to each of these indicators are presented as follows.

Knowledge

Community knowledge is the main foundation in the use of technology-based services, especially at the village level. Without sufficient knowledge about what digital services are, how to access them, and the benefits that can be obtained, people tend to be reluctant or hesitant to use them (Zahra et al., 2019). In the context of Tongke-Tongke Village, despite the many technological devices, some residents, especially the elderly, still have limited knowledge about the use of online administrative services. This is a challenge in realizing a village that is integrated with a technology-based service system. Therefore, increasing public knowledge must be a priority in supporting the success of digital services. Socialization, education, and continuous training need to be carried out by the village government so that residents have a good understanding of how the digital services provided work and benefits (Jauhari & Maryono, 2024). Along with increasing public knowledge, trust in technology services also grows, so that the use of technology-based systems will be more effective, efficient, and equitable at all levels of society.

The results of the interview with Mr. Sirajuddin as the Head of Tongke-Tongke Village revealed that:

"In my opinion, knowledge of technology-based administrative services is important. But in reality, there are still many residents who do not understand how to use it. It doesn't mean they can't, it's just that it takes time and adaptation. We at Tongke-Tongke continue to strive so that the community can follow these developments. Currently, services through the website have not been used to the maximum. We have not yet applied it to everyone, since we start from groups that are more prepared in advance, such as young people or those who are used to using technology. This service is actually easy, because it can be accessed from anywhere and anytime, as long as there is an internet network. It is hoped that in the future more residents will be able to use this service to take care of administrative needs more quickly and easily" (interview 05 May 2025).

The results of the above interview show that community knowledge has a central role in the successful implementation of technology-based services at the village level. In the context of Tongke-Tongke Village, knowledge is uneven among the community, but it does not mean that residents are not ready to face digitalization. Instead, they just need a more appropriate approach, especially in the form of education and gradual mentoring that is in accordance with the capabilities of each community group. The results of the interview with Mr. Akbar Hijri, S.IP as the Secretary of Tongke-Tongke Village stated that:

"If I look at it now, people have actually begun to have knowledge about technology-based administrative services. Many are used to using smartphones, opening the internet, and some can even check information through the village website. Especially young people, they adapt quite quickly. It's just that we from the village government continue to encourage and provide direction so that they can use this technology more optimally. So you can say that the public already understands, they just need to continue to be accompanied so that they are more confident and not confused when using digital services" (interview 02 May 2025).

The results of the interview above stated that the community today has begun to have knowledge about technology-based administrative services, especially young people who are quick to adapt. The use of smartphones and internet access is quite common. However, in order for its utilization to be maximized, the active role of the village government is still needed to provide assistance and direction, so that the community is more confident and does not have difficulties in using digital services.

The results of the interview with Mr. Darmansya, S.A.P as the Head of Administration and General Affairs who said that:

"Knowledge is like the key in dealing with change, especially in technology-based administrative services. Not only do the community need to understand, but we as village officials must also have enough knowledge. Therefore, we have formed an Information and Documentation Management Team whose members are all village officials. This is part of efforts to accelerate administrative services in the village and also follows the direction of the central government so that digital-based public services can be applied equally. If we talk about the community, I can say that they have already begun to understand. For example, many residents already know how to access information through the village website or use online services such as submitting certificates without having to come to the village office. Especially young people, they actively ask questions and even help their parents to access digital services. This is proof that public understanding is beginning to take shape. Our task now is to continue to provide assistance so that the use of this technology can be more equitable and sustainable" (interview 05 May 2025).

Based on the results of interviews with the head of administration and the community, it can be concluded that knowledge is the main factor in the use of technology-based services in Tongke-Tongke Village. Both the community and village officials need to have an adequate understanding so that the digital service system can run optimally. Even if the tools and access to technology are available, without adequate knowledge, their utilization will not be maximized. The village government has shown real efforts by forming an information and documentation management team and continues to encourage training and socialization to the community. The following is the information and documentation management team of Tongke-Tongke Village, East Sinjai District:

Table 1. PPID Team of Tongke-Tongke Village, Sinjai District

Not	Name	Position in the Team	Position
1	Sirajuddin	Director	Village head
2	Akbar Hijriah, S.IP	Head	Village Secretary
3	Darmansya, S.A.P	Vice Chairman	Kaur General
4	Syamsul Qamar, S.Pd	Member	Kaur Planning
5	Irsan Ramli, S.A.P	Member	Finance Cabinet
6	Rosmina Benteng	Member	Head of Service
7	Marni, S.P	Member	Welfare Kasi
8	Rafika, S.Pd.i	Member	Head of Government

Source: PPID Team Decree in 2020

Based on the table of the Tongke-Tongke Village Information and Documentation Management Team (PPID), it can be concluded that all team members are village officials or administrative officials. Each individual who is a member of this team holds a structural position in village government, such as the village head, village secretary, head of affairs (kaur), and head of section (kasi). This shows that the implementation and management of information services in Tongke-Tongke Village is fully handled by the official structure of the village government, which has administrative and operational responsibilities in supporting the acceleration of technology-based services. The results of the interview with Mrs. Sunarti, S.Pd as a community member in Tongke-Tongke Village revealed that:

"I haven't tried online or website-based services in the village, it seems that my knowledge is not too much about the problem of online services like this, because honestly I recently found out that in Tongke-Tongke Village, it turns out that I can do online services. But because of the development of the times, we inevitably have to have knowledge related to this" (interview 06 May 2025).

Based on the results of the interview above, it can be concluded that public knowledge about technology-based administrative services in Tongke-Tongke Village is not evenly distributed. The informant admitted that he had just found out about the online service and had never tried it directly. However, he realizes the importance of understanding digital services along with the times, which requires people to adapt. Based on the results of interviews with village officials and several communities, it was found that public knowledge of technology-based administrative services in Tongke-Tongke Village is still uneven. Although some people, especially young people, have begun to be familiar and used to using digital services through smartphones and the internet, there are still residents who are new to this service and have not tried it directly. The main factor in the successful implementation of this technology service is highly dependent on public knowledge, so a gradual approach to education and mentoring is needed so that all community groups can adapt well.

Expertise or Skills

The ability or expertise of the community is a key factor in the use of technology-based services, especially in village environments such as Tongke-Tongke Village. Even though digital services are available and technological devices such as smartphones are quite accessible, without basic skills in operating devices or understanding the flow of digital services, the use of technology becomes less than optimal (Mendrofa et al., 2023). The ability in question includes basic skills such as accessing the internet, understanding menus or service features, and following service instructions independently.

Based on the results of the observations made, it was found that the people in Tongke-Tongke Village showed varying abilities in the use of technology-based administrative services. Although access to technological devices such as smartphones and computers is quite good, expertise on the use of online administration services is still low, especially among the elderly. The results of the interview with Mr. Sirajuddin as the Head of Tongke-Tongke Village revealed that:

"Regarding the ability of the community, I think most of them are able to use technology. However, for those aged 40 years and above, there is still a need for guidance. Limited technology skills are often an obstacle, so they need to be accompanied by children or other family members. We in the village will continue to strive to provide understanding to the community by installing banners regarding technology-based administrative services. By improving our capabilities, we hope that all citizens, especially those who are older, can make the most of these services. This sustainable approach is important to ensure that technology is accessible and used by all levels of society" (interview 05 May 2025).

From the results of the interview delivered by the Head of Tongke-Tongke Village, it was revealed that most of the people are now able to use technology, especially in their daily lives. However, for residents over 40 years old, there are still obstacles in terms of capabilities and use of technology. They usually need assistance from children or other family members. For this reason, the village government continues to strive to provide understanding to the community, so that technology-based administrative services can be accessed and utilized by all groups, including older residents. This approach is carried out in a sustainable manner so that the use of technology is really maximized. The use of digital services at the village level is largely determined by the community's ability to access information technology (Rijal et al., 2023). Even though the service is available, without adequate capabilities, people tend not to use it optimally. The results of the interview with Mr. Akbar Hijri, S.IP as the Secretary of Tongke-Tongke Village said that:

"Talking about the issue of expertise, because Tongke-Tongke Village can be said to be close to the city. I think related to the community itself is able even though it seems that the elderly people are not able to afford it, but there are children or families who can help them in this matter. Therefore, we at the village government designed an easier and less complicated menu." (interview May 02, 2025).

The results of the interview above can be concluded that the people of Tongke-Tongke Village generally already have the ability to utilize technology-based administrative services, especially the

younger generation or family members who are more technologically literate. However, there are still groups such as parents who are not fully capable. Therefore, the village government needs to continue to develop services so that they are easier to use by all groups, so that it is not difficult for the community to access them. The results of the interview with Mr. Darmansya, S.A.P as the Head of Administration and General Affairs who said that:

"If the community is only a few who are experts in using the services we provide, maybe young millennials can do it. But if parents still need more guidance" (interview 05 May 2025).

The results of the above interview show that only a small part of the community, especially millennials or the younger generation, already have the ability to use technology-based administrative services, while the parent group still needs further guidance to be able to access these services properly. The results of the interview with Rahmah as a community member in Tongke-Tongke Village said that:

"I feel that I understand enough and can use administrative services based on the village website. I have accessed tongketongke.desa.id website and I find it quite easy to understand. If you want to take care of the letter later, God willing, I already know the procedure that must be done, I am sure I can do it myself through the website without the need to come to the village office" (interview May 10, 2025).

The results of the above interview can be concluded that the informant shows that he has expertise in using technology-based administrative services provided by the village, even though he has never used it directly to take care of mail. He feels that the available system is quite easy to understand and has learned how to use it. Based on the results of observations and interviews, it can be concluded that most of the people of Tongke-Tongke Village already have basic skills in using technology-based administrative services, especially young people who are more familiar with the use of digital devices. More senior people, especially those over 40 years old, tend to still experience obstacles in accessing digital services and are more comfortable using services directly at the village office. However, some of them can still access services with the help of family members. Some informants also pointed out that although they had never taken care of personal letters through the village website, they already had an account and understood how the system works, and even helped relatives in the process of handling letters online. This reflects the potential for digital literacy that is quite good in the community, which is supported by continuous assistance and education from the village government.

Awareness

Awareness is a fundamental aspect in the formation of individual responsibility towards himself, others, and the surrounding social environment. In the context of technology-based administrative services in villages, such as in Tongke-Tongke Village, this awareness is very important because the successful use of digital services depends not only on the existence of technological infrastructure, but also on the understanding, responsibility, and willingness of the community to adapt to change. Furthermore, technology-based administrative services also require high self-awareness from village officials and the community. Officials must be able to recognize the strengths and limitations in operating digital systems, and try to continue to improve their competencies through socialization or technical guidance. The results of the interview with Mr. Sirajuddin as the Head of Tongke-Tongke Village revealed that:

"When it comes to community awareness, it seems that some already have it and some don't, but we have not conducted special and thorough socialization to the community in all hamlets. What we do is only a small part of the community and is not comprehensive to all circles, for example, recently we have held a deliberation on the formation of the Red and White Village cooperative management which is also coupled with socialization activities regarding online administrative services. The activity was not attended by village officials or hamlet heads but we invited youth and women to take part in the deliberations, after forming the cooperative management, we explained the benefits and how to use digital services that can be accessed anywhere and anytime" (interview 06 May 2025).

The results of the interviews show that some people in Tongke-Tongke Village have awareness of the existence of technology-based administrative services, but this awareness is not evenly distributed throughout the village area. This is due to the lack of optimal socialization carried out by the village government, which has only been delivered in limited forums such as village deliberations and certain meetings. As a result, many residents do not know or understand how to access administrative services through the village website. The results of this study are in line with the research conducted by (Musthofa et al., 2024). This study examines the use of the Village Information System (SID) website in supporting village community services. Although this system has been running and showing benefits, this study concludes that its effectiveness is still hampered by a lack of socialization to the community, the problem of unstable internet networks, and limited human resources in terms of technology management. Therefore, this study highlights the importance of operator training and public education to achieve more optimal public services.

Table 2. Number of Self-Service Users

Not.	Age	Gender		Sum
		Man	Woman	
1.	16 to 20 Years	-	-	0
2.	21 to 25 Years	1	2	3
3.	26 to 30 Years	3	2	5
4.	31 to 35 Years	3	2	5
5.	36 to 40 Years	1	-	1
6.	41 to 45 Years	-	1	1
7.	46 to 50 Years	-	-	0
	Entire	8	7	15

Source: Processed by the author, May 2025

From the table presented, it was recorded that 15 people had accessed and made letters through website-based administrative services in Tongke-Tongke Village. When compared to the total number of villagers of 4,308 people, this figure is still very small or only a small part of the community has taken advantage of the digital service. This shows that the level of awareness in the use of technology-based administrative services is still low, and there are still many residents who have not accessed or are not aware of this online service system. Father Akbar Hijri, S.IP as the Secretary of Tongke-Tongke Village said the same thing that:

"In my opinion, the public has not fully become aware of this website-based administrative service. Not because they can't afford it, but more because there hasn't been any specific socialization that really explains how to use the service and what the benefits are. So far, the information conveyed is still limited, it has not directly touched all levels of society. We in the village have actually prepared a complete service on the website, but if it is not socialized in a targeted and routine manner, the community will not understand and eventually do not take advantage of it. In the future, we from the village need to make more focused socialization activities so that this service can be widely known and used optimally." (interview May 02, 2025).

Based on the results of the interview above, it can be concluded that the village community is not fully aware or understanding of administrative services through the website, not because they can't, but because they have never received a clear explanation. Socialization from the village is still lacking and has not reached all residents in all hamlets. Therefore, in the future, the village plans to hold a clearer and more comprehensive socialization so that the community can make good use of this service.

The same thing was conveyed again by Mr. Darmansya, S.A.P as the Head of Administration and General Affairs who said that:

"Currently, some people in Tongke-Tongke Village have begun to show awareness. This can be seen from the existence of several residents who have contacted us as the management team to request a PIN as access to independent services. This shows that they are beginning to understand the importance of using administrative services digitally, because on the other hand we can also accelerate services and information in the village itself, the problem is that we as village officials do not conduct socialization regularly, only delivery during village deliberations means that it is only a series related to website-based services" (interview 05 May 2025).

The results of the interview above can be concluded that some people in Tongke-Tongke Village have begun to be aware of website-based administrative services because they help speed up services and the dissemination of information. However, the socialization carried out is still limited and not routine, usually only delivered during village deliberations as brief information about available digital services. The results of the interview with Hasrawati, S.Pd as the people of Tongke-Tongke Village who said that:

"Because I have used the service, I am aware that this is something very interesting, especially for us millennials who need mobilization or acceleration like this. But some may feel the same difficulties as old parents, but if you look at the demographics in Tongke-Tongke Village, as far as I know, most of them are millennials and gen-Z. Even if there are people who find it difficult, I don't think the percentage is too much" (interview 06 May 2025).

The results of the interview above can be concluded that they realize the great potential of the system, especially for the millennial generation who want to accelerate the mobilization of information and services. This awareness reflects a high interest in digital innovation, despite concerns about the difficulties that older age groups may face. Based on the results of interviews with village officials and several communities, it shows that awareness of the importance of technology-based services in Tongke-Tongke Village is starting to develop, both among village officials and the community. Village officials, such as village heads, village secretaries, and administrative heads, agreed that a website-based service system is available and is able to speed up administrative services and increase efficiency. However, they also admitted that the socialization carried out was still limited, only delivered in certain forums such as village deliberations, and had not reached all hamlets and all levels of society. In addition, the lack of optimal synchronization between the system built in the village and the policies or service standards at the OPD (Regional Apparatus Organization) level is also a challenge in its implementation widely.

From the public side, the results of the interviews show that awareness of the importance of technology in public services is beginning to be built, especially among the younger generation and millennials who consider this system to be a practical and efficient solution. They show an open attitude and are ready to adapt to the digital system. However, some people, especially from the older age group, do not fully know or understand this service. This uneven awareness shows that there is still a gap in information and digital literacy at the community level, which can hinder the overall use of services.

Attitude

Individual attitudes towards the use of technology-based administrative services play an important role in the level of implementation and effectiveness of the system in the community, including in Tongke-Tongke Village. A positive attitude encourages people to actively use digital services, increasing efficiency and transparency in the administrative process. Conversely, negative attitudes can hinder service utilization, reduce participation, and lead to dissatisfaction (Wahyudi & Yamin, 2025).

Therefore, the attitude of the village community, village officials, and other stakeholders is a crucial factor in the successful application of technology. If individuals believe that technology can simplify administrative matters and improve the accuracy of services, they tend to adopt it more quickly. By understanding and forming a positive attitude, strategic steps can be taken to increase the effectiveness of technology-based village administration services, thereby providing greater benefits to

the community. The results of the interview with Mr. Sirajuddin as the Head of Tongke-Tongke Village said that:

"Alhamdulillah, until now, we have never received rejection from the public regarding the implementation of online-based administrative services. For example, when a resident comes to the village office to take care of administrative needs, we take the opportunity to inform them that there is now a self-service that can be accessed directly from home through the village website. After being given an explanation, the resident seemed enthusiastic and even conveyed the information back to his family members. This is proof that with the right approach, the public can slowly understand and utilize the digital services we provide" (interview 05 May 2025).

Based on the results of the interview above, it can be concluded that the implementation of online-based administrative services in the village has received a positive attitude from the community, without any rejection. This can be seen when residents who come to the village office are given an explanation about self-service, they show enthusiasm and even convey the information to their family members. This open and cooperative attitude shows that the community is willing to adapt, as long as they get the right assistance and explanation from the village. The results of the interview with Mr. Akbar Hijri, S.IP as the Secretary of Tongke-Tongke Village who said that:

"So the people in our village show a positive attitude towards the independent services that we provide, it's just that there is still a lack of socialization and training, so they cannot use independent services yet. Why do I say positive because quite a lot of our people participate if there is an invitation to a meeting or deliberation" (interview 03 May 2025).

The results of the above interview can be concluded that the people in Tongke-Tongke Village show a positive attitude towards the independent services provided, which is reflected in the high level of participation in meetings and deliberations. Although many residents have not made optimal use of independent services. This positive attitude is an important capital, but to realize this potential, the village government needs to increase efforts in providing the necessary information and training. Mr. Darmansya, S.A.P as the Head of Administration and General Affairs of Tongke-Tongke Village also said the same thing that:

"The response from the community is very positive, they are enthusiastic because indeed this service really supports the acceleration of technology and makes it easier for the community in terms of letter management, just because the socialization alone is not optimal so that there are still few who use it (interview May 05, 2025).

Based on the results of the interview above, it can be concluded that the response of the public to technology-based administrative services is very positive, with high enthusiasm because this service supports the acceleration of technology and facilitates mail management. However, despite strong support, there are still challenges in terms of socialization that are not optimal, so the number of people who use this service is still relatively small. The results of the interview with Mrs. Sunarti, S.Pd as the people of Tongke-Tongke Village said that:

"In my opinion, technology-based services like this are very helpful, especially in making it easier to manage village administration. I personally agree that this service is required to be used, because this way everything can be faster and more efficient. As I said earlier, if I am required to do online services, then I only need to be guided by my child" (interview 06 May 2025).

The results of the interviews showed that informants supported the use of technology-based services, because they were considered very helpful in facilitating village administration. In addition, informants are aware of the importance of adapting to the times to keep up with technological advances. The same thing was explained by Hasrawati, S.Pd as the people of Tongke-Tongke Village said that:

"I think this is a very good step to modernize public services in the village. If this service is indeed mandatory, I fully agree. This will speed up all administrative processes and increase efficiency. The most important thing is that we need good socialization so that the community can follow well" (interview 06 May 2025).

The results of the interview above show that informants strongly support steps to modernize public services in the village through technology-based services. The informant agreed that this service was mandatory, because it was considered to speed up the administrative process and increase efficiency. However, the informant also emphasized the importance of effective socialization so that the public can follow and make good use of this service.

The results of the interview with Rahmah as the people of Tongke-Tongke Village said that:

"So I as a community are very happy to hear that in Tongke-Tongke Village there is already this independent service that can be accessed using a mobile phone, this should start to be done evenly because it is very easy. Whether it's making letters, complaints and public input, it can be online (interview May 10, 2025).

The results of this interview show that the informants are happy and support the existence of technology-based self-service in Tongke-Tongke Village which can be accessed via mobile phones. The informant suggested that this service be expanded and implemented evenly, because it greatly facilitates the community, especially in terms of writing letters, submitting complaints, and providing input. The results of the interview with Davina as the people of Tongke-Tongke Village said that:

"I personally really like it if this service is used, because it makes things easier. Moreover, with technology like this, village services can be faster" (interview May 10, 2025).

The results of this interview show that informants strongly support the use of technology-based services because it makes various affairs easier. Informants believe that with technology like this, services in the village will become faster. Based on the results of the interviews, the community and officials of Tongke-Tongke Village showed a very positive attitude towards the implementation of technology-based administrative services. They realize that this service can simplify various processes, such as mail management and complaint submission, which can be done faster and more efficiently. This open attitude reflects their readiness to adapt to technological advancements. Many people agree that this service is mandatory, as long as they are given a sufficient understanding of how to use it.

4 Conclusion

Based on the results of the research related to the challenges of using technology-based administrative services by the community in Tongke-Tongke Village, East Sinjai District by using 4 indicators to determine the capacity of the community, including: knowledge, expertise or skills, awareness, and attitude, it can be concluded that:

The capacity of the people of Tongke-Tongke Village in general has shown the ability to adopt technology-based administrative services. This can be seen from four main indicators, namely knowledge, skills, awareness, and attitude. In terms of knowledge, most of the younger generation has understood the concept and benefits of digital administration services, although adults and the elderly are still limited in their understanding. In terms of skills, access to devices such as smartphones is quite adequate, but the ability to operate technology is still uneven, especially for residents over 40 years old who still need assistance. In terms of awareness, both the community and village officials are beginning to realize the importance of digitizing services as an effort to improve the efficiency and ease of service, even though limited socialization makes this awareness not yet reach all levels of society. Meanwhile, in terms of attitudes, the community and village officials generally show an open and positive attitude towards changes towards the digital system, and have a willingness to learn and follow developments. Overall, the people of Tongke-Tongke Village in general have been able to adopt technology-based administrative services, but further efforts are still needed in the form of training, socialization, and mentoring so that all community groups can participate optimally and equally.

The implications in this study can be a strategic guideline for the Tongke-Tongke Village Government in developing and optimizing technology-based administrative services. The findings regarding the positive attitude of the community, accompanied by challenges in the form of lack of socialization and limited understanding of technology, provide a clear direction that the success of village digitalization does not only depend on the provision of systems, but also on the readiness and

active participation of the community. Therefore, the village government can use the results of this research as a basis for designing a more comprehensive socialization program, arranging continuous technical training for residents and village officials, and strengthening synergy with OPDs so that digital services run in an integrated manner. In addition, an inclusive approach that reaches all age groups and social backgrounds also needs to be prioritized so that digital transformation truly has a broad and equitable impact. Based on the findings and limitations in this study, it is recommended that further research can be carried out with a broader and in-depth approach. Future research is recommended to involve a larger number of participants and more diverse backgrounds to get a more comprehensive picture. Advanced research may also consider the use of qualitative data analysis software such as NVivo or ATLAS.ti to improve accuracy and efficiency in the coding process and thematic analysis.

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