

## The Effectiveness of E-government Through the Mlaku Dewe (BMW) File in Masangan Wetan Village, Sukodono District

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### ABSTRACT

**Objective:** This study aims to evaluate the effectiveness of the implementation of e-government through the Mlaku Dewe (BMW) File application in Masangan Wetan Village, Sukodono District, as an effort to enhance the quality of public services in densely populated areas previously constrained by manual administrative systems. **Method:** A descriptive qualitative approach was employed, utilizing structured interviews and observations, with the analysis guided by Richard M. Steers' theory of organizational effectiveness, which emphasizes goal achievement, integration, and adaptation. **Results:** Findings indicate that the BMW application significantly improves service efficiency by reducing processing time from 3–4 days to 1–2 hours, streamlining bureaucratic procedures, and enhancing public satisfaction. The system further facilitates multi-user access, online document tracking, and integration with local community structures such as RT/RW. Nevertheless, challenges persist, particularly regarding limited socialization efforts and the need to strengthen the technical capacity of village officials. **Novelty:** This research contributes by offering a unique analysis of e-government at the village level through the lens of organizational effectiveness theory, demonstrating that the BMW application serves as an innovative model for advancing digital governance in local contexts.

## INTRODUCTION

With the development of the times, community affairs are increasing, these community affairs require a public service system, so the government issued Law of the Republic of Indonesia Number 25 of 2009 concerning Public Services, this Law becomes a reference/guideline for the central government and local governments in Indonesia in carrying out government activities in order to realize the creation of good public services and in accordance with what the community needs. Based on these provisions, the formation of the Indonesian government is directed to realize public welfare, through the implementation of development and public services (public service or social service) [1].

In order to realize the state's goals, the government is required to carry out various functions and duties, which generally consist of the task of regulating and the task of taking care of it. The government in essence also provides services to the community. The government is held not to serve itself, but to provide services to the community and create conditions or situations that allow each member of the community to develop their abilities and creativity to achieve common goals.

However, while public services are necessary, their implementation faces challenges in strategic policies due to their potentially limited impact on the continuous development of people's lives [2]. In the pre-reform period, the government structure was very bureaucratic and dominated in the implementation and provision of public services,

while the role of the government was very dominant. This condition causes public involvement in government affairs to be very minimal.

Public services are all forms of services provided by the government, both organized by the government institution itself and by non-governmental institutions to meet the needs of the community and the implementation of provisions that have been determined with all means, and equipment through certain work procedures to provide services in the form of goods and services [3].

Public services must be able to provide excellent service because the demands of the public who want services must be able to be fast, effective and efficient [4], which refers to Article 23 paragraph (1) of Law Number 25 of 2009 concerning Public Services, it is stated that "In order to provide information support for the implementation of public services, it is necessary to organize a national Information System" while in Article 23 paragraph (4) of Law Number 25 of 2009 concerning Public Services, Operators are obliged to manage Information Systems consisting of Electronic or Non-electronic Information Systems that are at least Include; Organizer profile, implementation profile, service standards, service announcement, complaint manager and performance assessment.

Public services are a benchmark for the success of the implementation of government tasks and performance measurement through the bureaucracy. Public services as the main driver are also considered important by all actors from the elements of good governance [5]. Public services have a close relationship with the government, because it is the government's main responsibility in providing services to the community. Public services in their development come from an obligation as part of the process of implementing government activities, public services have a significant role in people's lives, because not all types of services or services can be provided by the private sector. Therefore, the government is obliged to meet the service needs of the community.

E-government or electronic government is the use of information technology by the government to provide information and public services [6]. Currently, e-government is used to answer the needs of the community in facilitating access to create good public services evenly and comprehensively.

E-Government was introduced for the first time in 2001 in Indonesia with the issuance of Presidential Instruction of the Republic of Indonesia Number 6 of 2001 concerning the Development and Utilization of Telematics in Indonesia as a first step to realize good governance in the concept of digitalization by the government or commonly referred to as E-Government (electronic government) [7].

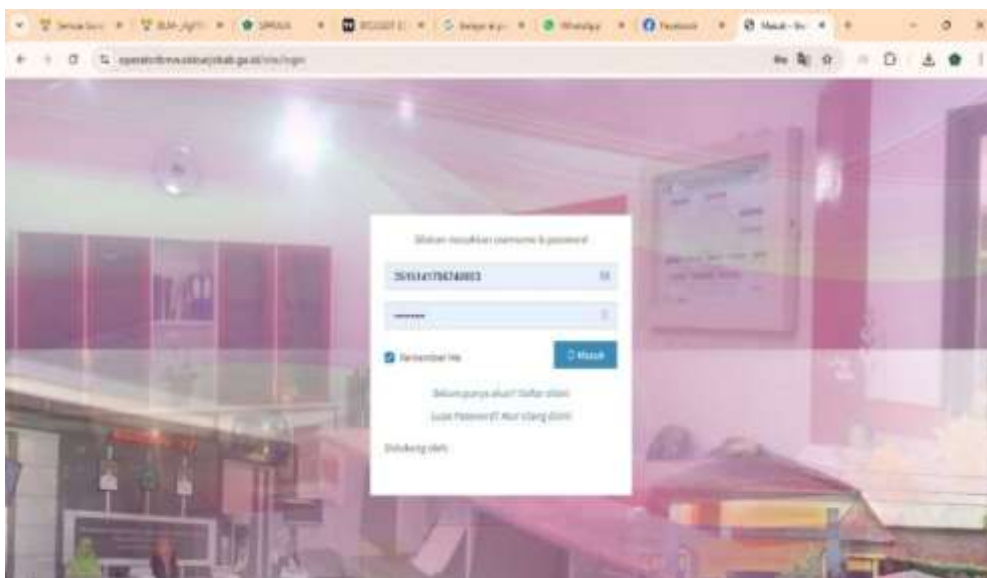
The term e government or electronic government refers to the use of information technology by government organizations to make the organization more effective and transparent [8]. With e-government, it is hoped that services to the community can be better, the internal effectiveness of government organizations will increase and people's access to information in the government environment will be easier.

However, the obstacle that must be faced by the government is the lack of public knowledge of technology which is still below average due to the lack of socialization from

the government to the public. Indonesia has experienced technological advancement, but the public's ability and knowledge of the world of social media and how to run it is still very lacking. With this e-government, the local government is expected to be able to provide excellent service quality to the local community to achieve local prosperity and welfare. The quality of excellent service in question is a service that brings the government closer to the community. The implementation of Electronic Government is a manifestation of efforts to manage government well through the use of modern technological advances that are constantly evolving, so that e-government provides great benefits for both citizens and governments around the world.

Electronic The Sidoarjo Regency Government issued Sidoarjo Regent Regulation Number 56 of 2015 concerning Guidelines for the Development of Sidoarjo Regency Government Application Systems, that in order to realize good governance and the implementation of public services, support is needed by maximizing the use of technology. Sukodono District is one of the sub-districts in Sidoarjo Regency that has tried to become a pioneer of internet-based service providers, namely by issuing its service innovation, namely the Mlaku Dewe File.

Sukodono District in Sidoarjo Regency is one of the most densely populated, resulting in a large number of people who are served less than optimally with a process carried out manually, resulting in a long service. This raises the problem of public dissatisfaction with the Sukodono District government services. However, with the passage of time and technological advancements, local governments provide service innovations supported by information technology that are more organized effectively, efficiently, precisely, and quickly in licensing and non-licensing services, which is known as the BMW application (Berkas Mlaku Dewe) which means its own road file. Through this BMW application, the public gets a forum to take care of files and other permits.



**Figure 1.** BMW Application Interface Display in Masangan Wetan Village

Source: Researcher Personal Documentation, 2025

The BMW application (Berkas Mlaku Dewe) is a website-based Sukodono District community service application system that can be accessed by village officials who have been integrated with the sub-district through an intranet network and the internet. Services with the BMW application are carried out by sending the applicant's file to the sub-district using an electronic system through a website that utilizes the facility of a file scanner or camera.

The BMW application available in the village is carried out online during the administrative service. Applicants do not need to bother going back and forth to the sub-district office, because through the BMW application, the applicant's file will be directly input by the village operator through the system, and the service results can be completed in the village. This service based on the Mlaku Dewe File Application (BMW) can simplify and simplify the population administration process for the community and is able to provide information and save time and costs [9].

Administrative Services through the web-based Mlaku Dewe (BMW) File is a form of innovation implemented by Sukodono District. The implementation of the BMW program in 2016 managed to get an award that showed that Sukodono District was able to achieve a very good assessment of the quality of its services [10].

Based on the results of observations, there are still problems in the implementation of e-government through the Mlaku Dewe (BMW) File program in Masangan Wetan Village, Sukodono District, located in the lack of socialization that is carried out effectively and evenly to all levels of society, so that many residents do not understand the benefits and how to use the service. In addition, the switch of operators or officers who manage the BMW application network is also an obstacle, because it is often not accompanied by adequate training or knowledge transfer, which ultimately has an impact on service inconsistency and a decrease in public trust in this digital system. These two factors are the main obstacles in measuring and increasing the effectiveness of e-government at the village level. Without efforts to improve the quality of socialization and improve the operator management system, the BMW program has the potential to have no meaningful impact on society, and can even increase the digital gap between those who are technologically literate and those who are not.

By compiling this study, the author refers to previous studies to be used as a reference in this study. Previous research that has been used as a reference in reviewing current research includes: First, this research was conducted by Rahayu & Hendra (2022) with the title "The Effectiveness of the Mlaku Dewe File on Public Services in Sukodono District, Sidoarjo Regency". This study refers to the theory of effectiveness put forward by Richard M. Steers (1980: 1) using indicators consisting of Goal Achievement, Integration, and Adaptation. The results of the study show that the use of the Mlaku Dewe File application is able to make it easier for the community to access administrative services in Sukodono District, with a very positive response to the level of effectiveness. However, there are obstacles in the implementation of services, such as the process of making ID cards that take a long time due to the delay in sending blanks from the Regency [11].

Second, this study was conducted by Anggraeni & Tjitjik (2022) with the title "Evaluation of the Mlaku Dewe (BMW) File Program in Administrative Services in Sukodono District, Sidoarjo Regency". This study uses evaluation theory according to William Dunn in Hayat, et al. (2018) with indicators consisting of Effectiveness, Efficiency, Adequacy, Leveling, Responsiveness, and Accuracy. The results of the study explain that the BMW application is said to be very effective and efficient because its fast, easy and transparent service is proven by the BMW program that managed to get an award when it was first implemented. On the adequacy criteria, BMW's application has proven to have satisfied the public. However, the leveling criteria show that it is not optimally evenly distributed because there are people who stutter with technology [12].

Third, research conducted by Fitrianti & Lukman (2023) with the title "Service Quality Based on the Mlaku Dewe (Bmw) File Application at the Sukodono District Office, Sidoarjo Regency". This research is based on the theory of service quality according to Parasuraman with indicators consisting of physical evidence, reliability, responsiveness, assurance and certainty, and empathy. The results of the study show that the quality of the Mlaku Dewe (BMW) File application service in Sukodono District is considered good based on the five dimensions of Parasuraman services. Adequate physical facilities (Tangible), accurate and timely service (Reliability), responsive officers (Responsiveness), data security is maintained (Assurance), as well as employees who care for and help residents (Empathy). Overall, BMW's application services run smoothly and satisfy the public [13].

There are several theories that discuss effectiveness, one of which is the theory put forward by Richard M Steers. In this theory, there are three indicators that are related to effectiveness, namely the first indicator of Goal Achievement, the second indicator of Integration, and the third indicator of Adaptation [14]. One, the achievement of goals is a series of efforts from an agency or organization in achieving certain goals, the process of which will be seen through the stages of the efforts carried out. To achieve a goal optimally and securely, a series of stages are needed in the process of achieving it, both in the form of achievement parts and stages based on a period of time. The achievement of this goal is influenced by several factors, such as the time span and the concrete targets.

Second, integration refers to the extent to which an institution or service is able to build connectivity through counseling activities, quality improvement, strengthening, and mutual understanding, as well as establishing communication interactions between community members and other institutions. This integration concept is closely related to socialization activities in the field. Indicators in integration include the stages of socialization and also the flow of implementation of the activities implemented.

Third, adaptation describes the extent to which institutions or services are able to adapt to the dynamics of the surrounding environment. This level of adaptation can be seen from the capacity of the institution to understand and respond to changes, both in internal and external structures. The concept of adaptation also reflects the level of alignment of the implementation of services and programs implemented in the field.

Aspects included in the adaptation indicators include performance improvement and the provision of facilities and infrastructure.

## RESEARCH METHOD

This study uses a qualitative descriptive method, with consideration so that the researcher can carry out more in-depth interaction and convey data based on the results of interviews and observations in more detail and clearly on the object being studied. Meanwhile, the object of this study is related to the level of effectiveness of the use of the Mlaku Dewe File Application on public services at the Masangan Wetan Village Office, Sukodono District, Sidoarjo Regency. The main focus of this study is to determine the level of effectiveness of the use of the Mlaku Dewe File Application (BMW) in public services at the Masangan Wetan Village Office, Sukodono District, Sidoarjo Regency.

This research refers to the theory of Richard M. Steers (1980: 1) which puts forward three indicators of effectiveness, namely goal achievement, integration, and adaptation. The method used is qualitative descriptive, utilizing two types of data, namely primary data and secondary data. Primary data is obtained through structured interviews and observations, while secondary data is sourced from documents published by official institutions as well as relevant literature.

The selection of informants in this study uses a purposive sampling approach, where the informants in this study are stakeholders who have direct involvement in the effectiveness of the Mlaku Dewe File. The informant consists of the Head of Administrative and General Affairs (staff) or Village Apparatus who acts as an operator, namely an individual who is in charge of operating or managing applications, whether web-based, desktop, or mobile, with the aim of achieving the desired functions and objectives of the BMW application in Sukodono District.

## RESULTS AND DISCUSSION

### *Results*

In this study, the indicators used to measure the effectiveness of services based on the Mlaku Dewe File (BMW) application system refer to the theoretical approach of Richard M. Steers. The results of the study showed that there was a difference in the level of effectiveness of administrative services before and after the implementation of the BMW application in Sukodono District.

**Table 1.** Comparison of Administrative Services Before and After the Implementation of the BMW Application

<b>Before the Implementation of the Mlaku Dewe File Application</b>	<b>After the Implementation of the Mlaku Dewe File Application</b>
The service completion time takes 3 to 4 days, where the documents are taken directly at the sub-district office	The duration of the service takes only 1-2 hours, and documents can be collected directly to the village

<b>Before the Implementation of the Mlaku Dewe File Application</b>	<b>After the Implementation of the Mlaku Dewe File Application</b>
Administrative services are carried out conventionally (manually)	Administrative services have taken advantage of digital systems
Service procedure: applicant, to RT/RW, then to the village office, then to the sub-district, then back to the applicant	Service flow: village operator officer directly handles (BMW app manager)
Transportation costs and photocopies of documents are borne by the applicant	No transportation fees and photocopies of documents required

Source: Field Observation Results, 2025

As previously described, the theory put forward by Richard M Steers contains three main indicators in measuring the effectiveness of services. The three indicators include goal achievement, integration and adaptation. From these three indicators, they are then used as a basis for assessing the extent to which the effectiveness of BMW's application-based public services in Sukodono District can be achieved.

### 1. Goal Achievement

In the perspective of effectiveness theory, according to Richard M. Steers, *goal attainment indicators* are the main benchmark in assessing the success of a program, including the implementation of e-Government through the Mlaku Dewe (BMW) File application in Masangan Wetan Village. The results of findings in the field show that this application has made a real contribution in accelerating the village administration service process. One of the village devices explained that the BMW system allows several officers to log in simultaneously on the device that has been prepared, so that it is able to serve many applicants without having to cause long queues. As conveyed by the BMW application operator as follows:

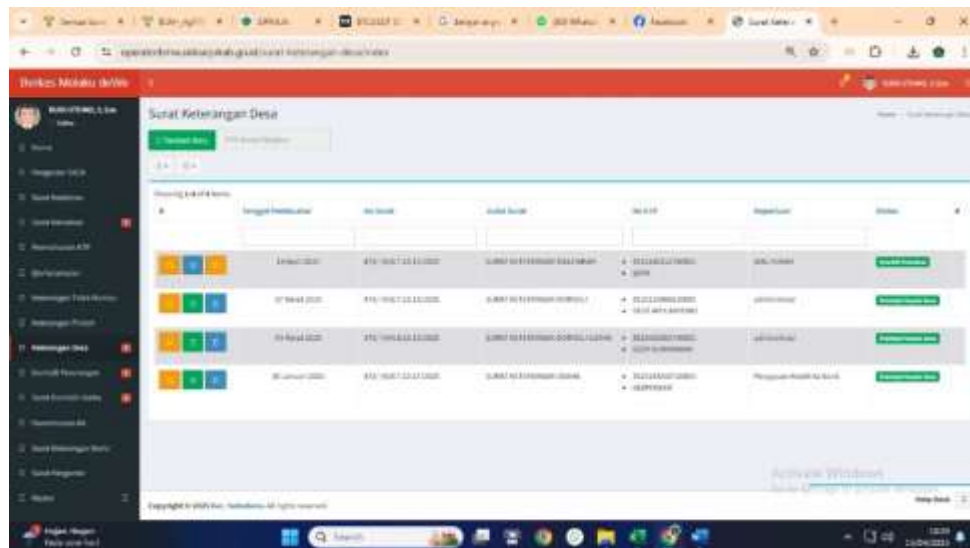
*"For example, if there are many applicants to take care of it, it can be login. I have set up one PC. At any time there are many who take care of it so that they don't queue up for people."* (Interview, April 15, 2025)

This shows that the BMW system has helped the village apparatus in handling many applicants efficiently with the multi-user login system. This speeds up the process without having to wait for a single operator.

In addition, the document status tracking feature available in the application, such as the "green tick" sign that indicates the document has been completed and can be retrieved, this provides convenience and certainty for the public, so that the waiting time becomes more efficient. This is as conveyed by the operator of the BMW Application in Masangan Wetan Village as follows:

*"After there is a green tick, there will be a written on whether the status has been taken or not."* (Interview, April 15, 2025)

This is evidenced by the image below regarding the display of BMW application information:



**Figure 2.** Document Status Tracking View in the BMW App  
Source: Researcher Personal Documentation, 2025

The tracking feature shows process transparency and helps to know the status of their documents without having to ask other devices, and can reduce time and service burden.

Efforts to increase access to information are also carried out through socialization that is tailored to the characteristics of the local community. For example, the dissemination of information is carried out through the Chairman of RT and groups around his environment, as well as the introduction of applications during citizens' association events. This step proves the existence of a communicative and participatory approach in reaching out to the community. as conveyed by the operator of the BMW Application of Masangan Wetan Village as follows:

*"If Sukodono has a new application, this content is this... so I gave the material to the RT, then the RT distributed it to the environmental group."* (Interview, April 15, 2025)

The dissemination of information through RTs and environmental groups shows that information about the BMW application has been disseminated to the community through informal channels that are effective and close to citizens.

In addition, in increasing access to public information, the BMW application operator also said that *"If in Masangan Wetan at that time there happened to be a citizens' association, I introduced the application."* The strategy shows that although not all residents have directly accessed the application, they have been introduced and know that services can be carried out through a digital system.

From a bureaucratic perspective, the BMW system is able to simplify processes that were previously manual and convoluted. Digitization and network integration with Kominfo reduce reliance on manual processes and speed up validation and interagency connections. as conveyed by the operator of the BMW Application of Masangan Wetan Village as follows:

*"Now it has been transferred by Kominfo, the server used to be local. Without the internet, you can directly connect with the sub-district."* (Interview, April 15, 2025)

The ability to edit data even though it has been uploaded and the management of population data through the "master" feature makes the service process more flexible and less error-free. Even when input errors or technical glitches occur, the village apparatus already has a reporting mechanism and technical support through Kominfo, which is now the main manager of the application server. This is as conveyed by the operator of the BMW Application in Masangan Wetan Village as follows: *"If there is an incorrect data input, it can still be edited even though it has been uploaded."* (Interview, April 15, 2025). The ability to edit data signifies a flexible and adaptive system. This avoids the repetition of manual processes from scratch and demonstrates new bureaucratic efficiency that is more practical.

On the other hand, the reliability of village devices in operating the application is also a supporting factor for the success of this program. Younger devices are considered to be able to keep up with technological developments, and all officers have understood the SOPs that apply in each type of management. In increasing community satisfaction with village services, as the BMW application operator said that: *"If young devices are able to keep up with technological developments like BMW."* The readiness of village officials in operating the system has a direct impact on community satisfaction because services run quickly and accurately. In addition, regarding the SOP, the BMW operator emphasized that the requirements for each request for a certificate are different. The existence of clear SOPs makes it easier for the public to understand the requirements, avoid confusion, and increase trust in the professionalism of the service. The operator of the BMW application in Masangan Wetan village also said that *"If there is a network problem, immediately report Kominfo because of one server, usually at the same time."* The existence of such a reporting and technical support mechanism ensures that issues are dealt with quickly, reducing disruptions and improving system reliability, which ultimately affects user satisfaction.

Thus, it can be concluded that the implementation of the BMW application in Masangan Wetan Village has generally met the indicators of achieving the goals as stated by Steers. This system not only speeds up services, but also increases transparency, reduces manual bureaucracy, and contributes to increasing public satisfaction with public services at the village level.

## **2. Integration**

In the theory of organizational effectiveness put forward by Richard M. Steers, integration refers to the extent to which elements in an organization can work in an integrated, mutually supportive manner, and free from conflict in achieving common goals. In the context of the implementation of e-Government through the Mlaku Dewe (BMW) File application in Masangan Wetan Village, integration is the main key in ensuring that the system can run effectively and sustainably.

One of the real forms of this integration is synergy between village apparatus. Based on the results of the interviews, the village apparatus showed good coordination in running the BMW system. Major operators have equipped other staff with technical

understanding so that they can take over duties when there is a surge in the number of applicants. As stated: *"Of course, it can login. I have set up one PC, and the other village device I have taught. At any time, maybe in one day there are people who take care of a lot, so that they don't queue up for people."* The statement shows that there is collaboration between personnel in one work system that is coordinated and responsive to the needs of the community.

This is evidenced by the image below related to a meeting between village officials in discussing the use of the BMW application:



**Figure 3.** Village Apparatus Meeting in Evaluation of the Use of the BMW Application  
Source: Researcher Personal Documentation, 2025

Integration is also seen from the active participation of the community, although not in the form of independent login, but they are still involved through informal communication channels such as RT and neighborhood groups. The socialization process is carried out through a community meeting or RT gathering moment, which effectively conveys information to the community: *"The socialization at that time was collected by one RT, the village apparatus invited the village office, then the operator explained the BMW application. I gave the material to Mr. RT, then Mr. RT distributed it to the neighborhood groups."* With this approach, the community plays a role in spreading understanding related to applications, creating a harmonious two-way communication network.

The aspect of effective communication between users and service providers can also be seen from the existence of a structured user system and a clear division of roles in the application. For example, there are three different users in the BMW login system, including a special account for the Village Head's signature. This indicates a clear division of duties and neat administrative controls. In addition, the existence of a data editing feature and a document status tracking system makes communication more transparent between officers and the public. *"If the input is wrong, even if it has been uploaded, it can still be edited."* & *"After there is a green tick, there will be a text that has been*

*taken or not.*" This shows that BMW's application is able to bridge technical needs with more accurate and efficient service communication.

In terms of the lack of conflict or resistance, the interviews did not show any rejection from the village apparatus or the community. In fact, village officials, especially younger ones, are declared to be able to keep up with technological developments. *"If a young device is able to keep up with technological developments like BMW."* The absence of resistance in the use of these applications signifies good acceptance and the readiness of human resources to adapt, which is an important foundation in organizational integration.

In addition, the existence of periodic evaluations while the BMW application is still in active use before being prioritized to other systems (such as SIPRAJA), indicates that there is an internal feedback mechanism that supports system improvements. *"In the past, there was an evaluation once a month. What is lacking, what obstacles, can be evaluated."* The implementation of e-Government through the BMW application in Masangan Wetan Village has reflected the integration indicators as intended by Richard M. Steers. There is cooperation between institutions and between individuals, community participation in information flows, efficient service communication, and minimal conflicts or obstacles from the internal and external sides.

### **3. Adaptation**

In the theory of organizational effectiveness, according to Richard M. Steers, adaptation emphasizes the organization's ability to respond quickly and appropriately to environmental changes. In the implementation of the Mlaku Dewe (BMW) File application in Masangan Wetan Village, adaptation indicators can be seen from various aspects ranging from technological readiness, system flexibility, to the readiness of human resources and the community in switching to the digital system.

One of the tangible forms of adaptation is the ability of village officials to keep up with technological developments. This is reflected in the statement that the younger devices are capable of operating BMW systems well. In addition, there are internal efforts to extend technological knowledge horizontally to fellow devices. *"It has been taught that all the same people who usually hold the operator. At any time, maybe in one day there are people who take care of a lot, so that they don't queue up for people."* This statement describes the technical readiness and spirit of knowledge sharing as part of the organization's adaptation to new technologies.

In addition, the ability of the BMW system to respond to the needs of residents also shows a good level of adaptability. For example, the data editing feature that allows operators to correct input errors even though the data has been uploaded, is a form of system flexibility that is very relevant for the needs of public services at the village level. *"There is an edit button, even though it has been uploaded, it can still be edited."* With this feature, the service process does not have to be repeated from the beginning in its entirety, thus speeding up problem resolution without disrupting the convenience of the applicant.

The ability to improve the system based on input is also an important part of the adaptation indicators. In the early days of use, evaluations were carried out regularly every month to identify technical and non-technical obstacles. *"In the beginning, before being prioritized by SIPRAJA, it is still often used, there is an evaluation once every 1 month. For example, the display of the letter is tilted or the logo is swiped down."* This shows that BMW apps have adaptive repair cycles based on user experience and operator observations, rather than simply running unattended.

In terms of network and infrastructure, the village has also tried to adapt to system changes. Initially, the network was local between sub-districts. However, after being managed by the Communication and Informatics Office, the system was transferred to a central server to stabilize services and reduce disruptions. *"Now it is held by Kominfo. If it can't be opened, the trouble is at the same time because of one server in Kominfo."*

Even though the community has not been given independent login access due to security considerations and the potential for input errors, the community is still required to learn to follow the system through intensive socialization. This socialization is carried out with a cultural approach, namely through RTs and community associations, which facilitates the process of community adaptation to new technology. *"If there happened to be a community gathering in Masangan Wetan at that time, I introduced the application."* This approach shows that although digital adaptation has not directly touched all levels of society, the education process has been designed gradually and adjusted to the social conditions of local residents.

Based on the results of observations and interviews, it can be concluded that the adaptability in the implementation of the BMW application in Masangan Wetan Village has been running quite well. The system is able to adapt to local needs, the village apparatus is quickly technically adaptable, and the routine evaluation mechanism is an important foundation in improving services. People are also starting to get used to the digital system through an effective cultural approach. All of this shows that BMW as a form of e-government has met the adaptation indicators in Richard M. Steers' theory of organizational effectiveness.

### **Discussion**

The discussion of this study highlights that the implementation of the Mlaku Dewe (BMW) File application in Masangan Wetan Village has significantly improved the effectiveness of administrative services when assessed using Richard M. Steers' theory of organizational effectiveness, which includes the indicators of goal achievement, integration, and adaptation. In terms of goal achievement, the BMW system has successfully accelerated administrative processes, reduced service duration from days to hours, and increased transparency through features such as document tracking and multi-user login, thereby improving public satisfaction. From the perspective of integration, the synergy among village officials, effective coordination with community structures (RT/RW), and the absence of internal resistance demonstrate strong collaboration that supports the sustainability of the system. Meanwhile, in the aspect of adaptation, the ability of village apparatus to operate the digital system, flexibility in

correcting errors, and periodic evaluations reflect organizational responsiveness to technological change and community needs. However, despite these achievements, challenges remain in the form of limited digital literacy among residents and the need for continuous training for operators. These findings imply that while the BMW application can be considered a model for local-level digital governance, broader efforts are required to enhance capacity building, community digital inclusion, and the integration of BMW with higher-level e-government systems to ensure long-term sustainability and wider replication.

## CONCLUSION

**Fundamental Finding :** This study concludes that the Mlaku Dewe (BMW) File application has effectively enhanced the quality of public services in Masangan Wetan Village by accelerating administrative processes, improving efficiency, and ensuring transparency through digital features such as document tracking and multi-user access. **Implication :** The findings suggest that local e-government innovations like the BMW application can serve as a practical model for advancing digital governance at the village level, particularly in densely populated areas where manual systems are often ineffective. **Limitation :** Despite these achievements, challenges persist in the form of limited digital literacy among residents and inadequate training for village operators, which constrain the consistency and broader utilization of the system. **Future Research :** Further studies should investigate strategies to strengthen digital literacy within communities, assess the scalability of the BMW system to other regions, and explore the integration of the application with broader e-government platforms to ensure sustainability, interoperability, and greater long-term impact.

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