

# The Effect of Implementation of Electronic Transaction Information Policy, Strengthening People's Economy, Public Perception and Entrepreneurial Community Participation on GIS Strategy Plans in Munjul Village, Solear District, Tangerang Regency, Banten Province - Indonesia

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**Abstract:** *Communities in each region have different growth patterns, both economically. It is very visible from one region to another, therefore development planning must first recognize the cycle and character of the region with its potential as a whole based on the geographical information system (GIS) planning, which prioritizes its social character and physical character. Itself with independent entrepreneurship. The purpose of this study: (1) Analyzing the magnitude of the Effect of Implementation of Electronic Transaction Information Policy on GIS Strategy Plans in Munjul Village, Solear District, Tangerang Regency, Banten Province, (2) Analyzing the magnitude of the influence of People's Economic Strengthening on GIS Strategy Plans in Munjul Village, Solear District, Tangerang Province District Banten, (3) Analyzing the magnitude of the influence of Public Perception on the GIS Strategy Plan in Munjul Village, Solear District, Tangerang Regency, Banten Province, (4) Analyzing the magnitude of the influence of Entrepreneurship Community Participation on GIS Strategy Plans in Munjul Village, Solear District, Tangerang Regency, Banten Province, (5) Analyzing the magnitude of the Influence of the Implementation of Electronic Transaction Information Policy, Strengthening the People's Economy, Public Perception and Entrepreneurship Community Participation jointly on the GIS Strategy Plan in Munjul Village, Solear District, Tangerang Regency, Banten Province. This research belongs to the type of Descriptive Studies and analytic quantitative research. Sampling used the proportionate stratified random sampling technique with a sample of 488 people and data analysis with simple and multiple linear regression. Conclusions: (1) Effect of Electronic Transaction Information Policy Implementation has a positive and significant influence (76.8%), on the GIS Strategy Plan in Munjul Village, Solear District, Tangerang Regency, Banten Province, the effect of implementing electronic transaction information policy is a reinforcing factor of the GIS Strategy Plan in Munjul Village, Solear District, Tangerang Regency, Banten Province, (2) People's Economic Strengthening of the GIS Strategy Plan in Munjul Village, Solear District, Tangerang Regency, Banten Province has a positive and significant influence (75.8%), because people's economic strengthening is a reinforcing factor of the Plan GIS Strategy in Munjul Village, Solear District, Tangerang Regency, Banten Province, (3) Public Perception of the GIS Strategy Plan in Munjul Village, Solear District, Tangerang Regency, Banten Province has a positive and significant influence (72.2%) on the GIS Strategy Plan in MunjulKecamatan Village Solear Tangerang Regency ProvinsiBanten, public perception is a major factor in the GIS Strategic Plan in Munjul Village, Solear District, Banten Province, (4) Community Participation in Entrepreneurship in the GIS Strategy Plan in Munjul Village, Solear District, Tangerang Regency, Banten Province has a positive and significant influence (90.6 %), entrepreneurial community participation is a supporting factor of the GIS Strategy Plan in Munjul Village, Solear District, Tangerang Regency, Banten Province, (5) Effect of Electronic Transaction Information Policy Implementation, Strengthening People's Economy, Public Perception and Community Participation Entrepreneurship together has a positive influence and significant (68.2%), against the GIS Strategic Plan in Munjul Village, Solear District, Tangerang Regency, Banten Province.*

**Keywords:** ITE Policy Implementation, People's Economic Strengthening, Perception, Participation, Entrepreneurship, and GIS Strategy Plan

## 1. Preliminary

### 1.1. Background

In a civilization to build an economy as a whole, then we can see in the civilization cycle that belongs to a community or habitat in the area that is the community, and this is clearly seen in an area namely the community in the Village of Munjul, Solearof District, Tangerang of Regency, Banten of Province. Adi Suminto.et.al 2017. Page. 19. The book "Social Existence on Community Diseases in the Perspective of Human Rights" mentions that "The community is a group of human lives that have different roles of diversity and culture in a development, or follow the current of the

development of times in a community that is interconnected and mingled one with the other, with all activities in a tolerant manner as well as with a relationship that daily can provide the sentence and provide applications-applications in an enthusiastic manner of adaptation and can minimize a good and bad actions, and have interpretations in scientific knowledge and towards welfare thinking, peace, and being able to think of having a sense of peace, in terms of the solidarity of citizenship, nationality and religious relations, and state".So far the community wants to develop in their daily lives in the context of their economic well-being, both personally and other people and their families. The developing community is the people who have the thought to progress in their roles in all fields and aspects of their

civilization, in the category of modern technology, humans or communities have developed one of them is doing activities working for companies, namely companies are legalities in statutory regulations its existence has been confirmed as a container or terminal to create legitimate and official working fields. Law No. 19 of 2016 concerning amendments to Law No. 11 of 2008 concerning Information and Electronic Transactions, in the quotation of Article 1 namely Between number 6 and number 7 Article 1 is inserted 1 (one) number, namely number 6a so Article 1 reads as follows: Article (1). In this Act what is meant by: 1. Electronic Information is one or a set of electronic data, including but not limited to writing, sound, images, maps, designs, photos, electronic data interchange (EDI), electronic mail (electronic), telegram, telex, telecopy or the like, letters, signs, numbers, access codes, symbols, or processed perforations that have meaning or can be understood by people who are able to understand them. 2. Electronic Transactions are legal actions carried out using a computer, computer network, and / or other electronic media. 3. Information Technology is a technique for collecting, preparing, storing, processing, announcing, analyzing, and / or disseminating information. 4. Electronic Documents are any Electronic Information that is made, forwarded, sent, received, or stored in analog, digital, electromagnetic, optical, or the like form, which can be seen, displayed and / or heard through a Computer or Electronic System, including but not limited to writing, sound, images, maps, designs, photos or the like, letters, signs, numbers, access codes, symbols or perforations that have meaning or meaning or can be understood by people who are able to understand them. 5. Electronic Systems are a series of electronic devices and procedures that function to prepare, collect, process, analyze, store, display, announce, transmit, and / or distribute Electronic Information. 6. Implementation of Electronic Systems is the use of Electronic Systems by State Administrators, People, Business Entities, and / or Communities. 6a. The Electronic System Operator is every Person, State Operator, Business Entity, and community that provides, manages and / or operates an Electronic System, both individually and jointly to users of Electronic Systems for their own needs and / or the needs of other parties. 7. The Electronic System Network is the connection of two or more Electronic Systems, which are closed or open. In this case it becomes a lesson that if the government has been entered by the elements of personal interest which is one indicator of corruption, then the destruction is in sight. It should not be forgotten, that the present condition of, will determine Banten journey to the future.

Adi Suminto.et.al. 2018. Page 42. The book "The Motivated Leadership Style of Job Satisfaction" states that "This stimulation is the stimulation of the population. That community members are residents who live or live in a place in the area with the regulations stipulated by the government which essentially collaborate between people with one another, in one socialism community with the other as well". And this can be applied through research in the field that residents here can be categorized into 3 (three) different types of categories including:

### 1) In-depth residents

These indigenous people who live far from the hustle and bustle of the modernization era both from the education sector, the health sector and even the development sector of development access to advanced technology in particular, therefore also these residents often move around in farming and do not settle in the previous community, from Long-distance residential land moved to new residential areas, thus the community like this patterned on the people who are still very bumpy who earn from cultivated land, farming, farming and here the question arises from us why do people deepen moving around? there are even other interpretations on this matter that have arisen in various research circles and scientists and academics, because these rural people who do not know education are formal and natural. And only able to think logically (real world) which is very clear with the trading system that is by means of barter or exchange which is not generated by money, but for example their harvests of rice are exchanged for rice or chill and so on, this reflects very much that in-depth residents or rural communities especially with weak formal education, many of them do not understand writing, reading and do not recognize letters.

### 2) Villagers

These residents are villagers, why are they called rural residents? because the standard of living is more developed than the inhabitants of the interior, these factors from the population in their lives socialize, socialize and with the influx of governmental arrangements in the village sector, they can get to know education and show the system and style of its application through its governance arrangements and its relation to the pattern of thinking starts towards overall modernization of cultural factors and its factors and culture in familiarity with its teachings, so that this pattern greatly influences the paradigm of a small government system or government at the village level. Which does not affect the leadership of tribal and customary leaders and culture, namely a village head and assisted by a secretary. This is the direction of modernization which refers to the development of village government with no longer a leader of a tribal or customary leader.

### 3) City Residents

Residents who have patterned thinking are very advanced and those who pay attention will later be influenced and have an impact on the decline in productivity from the developmental development goals in the sector that has made the provisions of the previous subject matter. This method is very valid in influencing the implementation of new competitions both politically and theoretically. The Tangerang Regency area has a varied topography, at an altitude between 0-60 meters above sea level. Most of them are lowlands covering the south to the central part extending from east to west, while the northern part is a hilly plateau. The type of land that dominates this region is red yellow type, although there are also several other types of soil such as alluvial, and others.

Climate is one of the supporters in the success of productions, these climate elements include rainfall, temperature and humidity. The average monthly temperature in Tangerang Regency is estimated to range between 27 ° C - 35 ° C. Monthly rainfall in Banten Province in the year (2017) ranges from 12 mm (September) to 790 mm (April).

The dry months in Tangerang Regency range from June to October. Tangerang Regency is drained by two major rivers and river branches which have only been used as transportation infrastructure and a small portion for agriculture.

## 1.2 Expect Regional Development

Each region has a different style of growth, both economically. It is very visible from one region to another, therefore development planning must first recognize the regional character and its potential as a whole based on its economy, social character and physical character itself.

Including the interaction with other regions thus there is no strategy for implementing development, especially the economy for one region so that they must interact mutually with other regions. For example, for the economic competencies in Banten Province, Tangerang Regency, Solear District, especially in Munjul Village, because both in the short term it is difficult to build because there are not sufficient factors, such as access and networks that do not hamper the flow of information and communication. and the internet as the main access has not been evenly distributed to the level of society there.

Understanding the theory in the development of the economy of this region, for example, must pay attention to the aspects of determining the quality of planning more matured considering the patterns of growth lack of clarity in exploring existing problems, the government should be more observant in addressing the problems, so that the development process development in this area is more directed towards the acceleration rate in the competence of local government administration in carrying out a mapping process, the standard of living of the people is guaranteed, so that the development of regional development equality is more efficient of course.

The emergence of business actors in the form of limited liability company PT. Bestari Putra Rajawali in Munjul Village, precisely at the Savana Residence office, only wants to help in the program to alleviate poverty, unemployment and create jobs with absorption from the lower sectors, towards a society whose welfare in the economy can feel the impact of the implementation of the Constitution 1945 Article 27 Paragraphs 1, 2, and Paragraph 3. Thus the level of development of the regional economy, can affect rather than the goals and ideals of society fully fulfilled through these factors.

Because of this the local government policy factors can fill the shortcomings of society as well as the public will pay attention from the productivity sector of development development in particular, for example about paying taxes (earth and buildings) and paying attention to more efficient social capital investments that are more inclined to agriculture because for example this sector is noticed so it attracts business interests and entrepreneurs themselves. Seeing the opportunities for productivity and expanding access and export networks is more prioritized, so that more efficient work patterns affect the performance of the regional government itself in development development

because the business actors also take into account and pay attention to the provisions of government levies and taxes over policy again not to raise from the provisions through balancing the capacity and potential of the region, so that if the capital increases or more capital is available and is considered again, the developmental level of development sector is more than directed again in terms of the economy. However, if the level of regional development takes into account the sector of economic development in this area, then the application needs a long-term and short (periodic) solution to plan the balance of issues that occur because correction of wrong policies is needed here.

## 1.3 Identification of problems

Based on the background stated, the problems in the research can be identified as follows:

- 1) Neglect of the interests of a group in the process of electronic transaction information in the formulation of policies, so that policies made by the government are felt not to meet or harm their interests.
- 2) Entrepreneurship is still not optimal, because there are still many community aspirations or opinions that are ignored by local government officials.
- 3) GIS-based community participation has not guaranteed community empowerment in the area, because it is still found that there is a loss of state revenue in the region due to the lack of cleanness of the regional apparatus.
- 4) The strengthening of the people's economy is still unclear, so that the apparatus is difficult to translate every assignment given by their superiors.
- 5) Public perceptions held are still low because education and training are not optimal so it is not anticipatory in increasing regional ITE.
- 6) Electronic transaction information to strengthen official data sources is often doubtful and has no commitment in providing ITE-focused services to the community.
- 7) The ITE authority granted has not fully supported the main tasks in the work unit concerned.
- 8) Not yet fully developed the same perception concerning the mechanism and procedures for electronic transaction information services.

## 1.4 Restricting the problem

Because of the many factors that influence and relate to the GIS Strategic Plan, this study will focus on Participation in Entrepreneurship Communities, which are associated with Strengthening the People's Economy, and Public Perception with the Effect of Implementation of Electronic Transaction Information Policies. In addition, this research is also limited to the object of research, namely in Tangerang Regency in 2018. This research is the first time it has been created and has not been studied by others, and can contribute to the Development of Economics.

## 1.5 Formulation of the problem

Based on the background of the problem, identification and limitation of the problems stated above, the problems in this study are:

- 1) How big is the Influence of the Implementation of Electronic Transaction Information Policy, Strengthening

- the People's Economy, Public Perception, and Participation in Entrepreneurship Society, on the GIS Strategy Plan in Munjul Village, Solear District, Tangerang Regency, Banten Province?
- 2) How big is the Influence of People's Economic Strengthening, Public Perception, and Entrepreneurship Community Participation, on the GIS Strategy Plan in Munjul Village, Solear District, Tangerang Regency, Banten Province?
  - 3) How big is the Influence of Public Perception, and the Participation of Entrepreneurship Society, on the GIS Strategy Plan in Munjul Village, Solear District, Tangerang Regency, Banten Province?
  - 4) How big is the Influence of Entrepreneurship Community Participation on the GIS Strategy Plan in Munjul Village, Solear District, Tangerang Regency, Banten Province?
  - 5) How big is the Influence of Implementation of Electronic Transaction Information Policy, Strengthening of People's Economy, Public Perception, and Participation of Entrepreneurship Society, Against GIS Strategy Plans in Munjul Village, Solear District, Tangerang Regency, Banten Province ".

### 1.6 Research Objectives

The purpose of this study was to examine and review the magnitude of the Effect of Implementation of Electronic Transaction Information Policies, Strengthening People's Economy, Public Perception, and Participation in Entrepreneurship Society, Against GIS Strategy Plans in Munjul Village, Solear District, Tangerang Regency, Banten Province. The objectives to be achieved in this study are:

- 1) Analyzing the Effect of the Implementation of Electronic Transaction Information Policy on the GIS Strategy Plan in the Munjul Village, Solear District, Tangerang Regency, Banten Province.
- 2) Analyzing the size of the influence of the People's Economic Strengthening on the GIS Strategy Plan in the Munjul Village, Solear District, Tangerang Regency, Banten Province.
- 3) Analyze as much as the influence of the Public Perception of the GIS Strategy Plan in Munjul Village, Solear District, Tangerang Regency, Banten Province.
- 4) Analyze the effect of Entrepreneurship Community Participation on GIS Strategy Plans in Munjul Village, Solear District, Tangerang Regency, Banten Province.
- 5) Analyzing the Effect of Implementation of Electronic Transaction Information Policy, Strengthening People's Economy, Public Perception, and Participation in Entrepreneurship Society, Against GIS Strategy Plans in Munjul Village, Solear District, Tangerang Regency, Banten Province.

### 1.7 Usability of Research

The usefulness of this research can basically be divided into two categories, namely:

- 1) Theoretically, it is expected that the results of this study will be useful for the development of science, especially economics regarding the success of ITE in Strengthening the People's Economy as an embodiment in improving the progress of regional government, in addition to

contributing ideas in the concepts of Electronic Transaction Information Policy Implementation, Economic Strengthening People, Public Perception, and Entrepreneurship Community Participation, Against GIS Strategy Plans in Munjul Village, Solear District, Tangerang Regency, Banten Province .

- 2) Practically, it is expected to be able to provide input to the Regional Government in the GIS Strategy Plan in the Village of Munjul, Solear District, Tangerang Regency, Banten Province, especially in terms of factors that support the successful Implementation of Electronic Transaction Information Policy and Strengthening the People's Economy in Entrepreneurship Community Participation.

### 1.8 Framework

Departing from a series of views and judgments put forward by the experts above, it can be drawn an understanding that what is meant by the implementation of democratic governance is governance which in constitutional practice focuses on how political resources and institutions sustain the life of a democratic and empowered society . Rasyid (2000: 21) argues that the government is always seen as a combination of: (1) rules of the game namely constitution, law, ethics; (2) institutions authorized to manage a series of powers, namely executive, legislative, judicative; (3) as well as a number of bureaucrats and political officials as perpetrators of and responsible for the implementation of these authorities. From a number of theories, opinions, statements and understandings of government that have been stated above, by paying attention critically, comparing with similarities and governance applying a sovereign authority in the form of sustainable arrangement, regulation of issuance, security and protection of a group of people to achieve certain goals based on regulations.

## 2. Literature Review

### 2.1. Economic Theory

#### 2.1.1. Economics

After yesterday we learned about actions, motives, and economic principles, we conclude that it is necessary to describe the economics and its distribution, before we must understand what economics really is. So economics is a study of all human behavior that aims to obtain and manage limited resources. Economics can also be understood as an attempt to create an alternative item or service to satisfy the unlimited needs of human life. The basic concept of economics is the role of intervention by various parties including the government and the level of the regional economy itself, to build a civilization that develops through a strategy-based plan program, for example the application of Geography Information System (GIS) to regions or regions that have empowered technology, the technology area is the area which subsequently carries out development from time to time is the existence of a level of company in this area, it is necessary to rely on ITE technology (Electronic Transaction Information) for its smooth operations. Economics is very important in society and has a big impact on people's lives. Therefore, there are divisions in

economics. According to Alfred W. Stonier and Douglas C. Hague divides economics into 3 groups, namely:

### 1) Descriptive Economic

An economic analysis that describes the actual conditions based on the conditions of facts in the economy. For example, a description of the conditions of the monetary crisis in Indonesia that occurred in 1998. The monetary crisis in 1998.

### 2) Theory of Economics (Economics Theory)

It is an economic analysis that tries to explain, seek understanding, causal relations, and how the economic system works. Well, in economics theory is divided into two kinds, namely microeconomics and macroeconomics.

### 3) Applied Economics

That is economic theory analysis to formulate appropriate policies and guidelines for dealing with certain economic problems. So, applied economics is more practical by applying economic understanding in certain fields or problems. For example, the economy in the company, monetary economy, banking economy and so on. What is explained about economics and its distribution? It turns out that there are 3 categories of division of economics, namely: descriptive economics, theory, and applied.

Economics is the study of human behavior in choosing and creating prosperity. The core of the economic problem is the imbalance between unlimited human needs and a limited number of satisfaction tools. These problems then cause scarcity. Adam Smith is recognized as the father of economics. The word "economy" comes from the Greek words which means "family, household" and (nomos), or "rules, rules, laws," and broadly means "household rules" or "management household." While what is meant by economists or economists is that people use economic concepts and data at work. In general, subjects in the economy can be divided in several ways, the most famous being microeconomics vs. macroeconomics. In addition, economic subjects can also be divided into positive (descriptive) vs. normative, mainstream vs. heterodox, and others. Economics also functions as an applied science in family, business and government management. Economic theory can also be used in fields other than the monetary field, such as criminal behavior research, scientific research, death, politics, health, education, family and others. This is possible because basically the economy as mentioned above is the study of human choice. Many theories studied in economics include free market theory, economic circle theory, invisible hand, information economy, economic resilience, mercantilism, Bretton Woods, and so on.

## 2.2 Basic Concepts of Economics

There are several basic concepts of economics in its application aimed at strengthening people's ability to drag the development of the times for an economic purpose. The following is the explanation:

### 1) Economic Activities.

- Production, is an activity related to various businesses to increase the use value of goods and services. This

activity is the collection of resources (HR and SDA), capital, and expertise.

- Consumption, is an activity related to the use of goods and services. This is determined by the level of income and the cultural value of the community.
- Distribution, is an activity related to the distribution of goods / services produced.
- Profit, is the goal in achieving maximum results to be carried out in the development of services and goods that have been provided.

### 2) Economic Actions

This is a human effort to choose the best things and benefit them according to their abilities. This economic action is carried out based on two aspects, namely:

- Rational action, related to human effort in determining the best choice and profitable and in accordance with reality.
- Irrational actions, related to human effort in determining the best and profitable choices, but not in accordance with reality.

### 3) Economic Motives

This is the goal or human reason for carrying out economic actions. In economic motivation there are two aspects, namely:

- Intrinsic motives, this is a reason / goal originating from ourselves to carry out economic actions.
- Extrinsic motives, this is a reason / goal originating from other people to carry out economic actions.

### 4) Methodology of Economics

- Induction method, this is a method that is carried out based on various economic events that are arranged systematically to get conclusions in general.
- Deduction Method, this is a method carried out based on economic theory that is analyzed and studied to get specific conclusions.

## 2.3 Benefits of Economics

Referring to the understanding of economics above, the usefulness of economics has a very large role in meeting human needs. The following are some of the uses and benefits of economics for humans:

1. Providing input in decision making on economic actions
2. Helping humans to understand the patterns of economic behavior of a society
3. Helps provide understanding of the potential and limitations of an economic policy
4. Increasing human sensitivity to economic and global problems

## 2.4 Scope of Economics

Economics includes macro and microeconomic. The purpose of the division is to provide clear boundaries and assumptions so that economics can be learned more easily.

### a) Macroeconomics

Macroeconomics is a branch of economics that studies aggregate economic behavior through the efficient use of various factors of production in order to achieve maximum

community prosperity. The essence of macroeconomics is the determination of the level of economic activity measured by income. This is the reason why macroeconomics is known as income theory.

### **b) Microeconomics**

Microeconomics is a branch of economics that studies the individual aspects of an economic activity. Microeconomics uses consumer analysis and analysis of producers in a market. The essence of microeconomics is pricing. This is the reason why microeconomics is called the price theory.

Many opinions need to be reviewed that the rearrangement of the economy in Banten Province, especially Tangerang Regency, especially in Solear district in Munjul village, can be seen from the presence of a community level work there, for example with the work of traders who start to grow with their lives in KPR housing ( Public Housing Loans) through banks in the Tangerang Regency area or even around Munjul Village itself.

### **2.5 Implementation of Electronic Transaction Information Policy**

Law Number 11 of 2008 concerning Information and Electronic Transactions in order to realize justice, public order and legal certainty. Article 33 of the 1945 Constitution states: (1) The economy is structured as a joint effort based on the principle of family. (2) Production branches that are important to the state and which control the livelihood of many people are controlled by the state. (3) The earth and water and natural resources contained therein are controlled by the state and are used for the greatest prosperity of the people. (4) The national economy is organized based on economic democracy with the principle of togetherness, efficiency with justice, sustainability, environmental insight, independence, and by maintaining the balance of progress and unity of the national economy. (5) Further provisions regarding the implementation of this article are regulated in law. While Article 34 states: (1) The poor and neglected children are cared for by the state. (2) The state develops a social security system for all people and empowers people who are weak and incapable in accordance with human dignity. (3) The state is responsible for providing appropriate health service facilities and public service facilities. (4) Further provisions regarding the implementation of this article are regulated in law. The economy has grown in Indonesia since the birth of the Indonesian Nation. The community economy that covers rural areas and the people is the Indonesian people who are gardening and farmers.

### **2.6 Strengthening the People's Economy**

The word community-based economic empowerment is a style of society that must always coordinate with anyone who needs to coordinate. So the word coordination comes from co and ordinary which means to regulate. Judging from the empirical approach, associated with etymological aspects, coordination is defined as activities carried out by various equal parties (equal in rank or order, of the same rank or order, not subordinate) to inform each other and arrange (agree) certain things together, so that on the one

hand the process of carrying out tasks and the success of one party does not interfere with the implementation process and other tasks and successes, while on the other hand one directly or indirectly supports the other party. If viewed from a normative angle, coordination is defined as the authority to move, harmonize, harmonize and balance specific or different activities, so that everything is directed towards achieving certain goals at the time set. From a functional perspective, coordination is carried out to reduce the negative impact of specialization and to make the division of labor effective. "Interdependent activities" is defined as "interdependent activities within an organization". It is the books about management that define coordination in depth.

### **2.7 Public Perception**

Perception is the experience of objects, events or relationships that are obtained by deducing information and interpreting messages. Whereas according to expressing perception is the process of organizing, interpreting the stimuli received by organisms or individuals so that it is something meaningful and is an integrated activity in the individual. Perception is the power to know goods, quality and relationships and differences between these things through the process of observing, knowing or interpreting after the five senses get stimulated. Seeing opinions regarding these perceptions can be concluded that perception is a cognitive process that is experienced by everyone in understanding information about their environment through their five senses and each individual can give different meanings or responses.

### **2.8 Entrepreneurship Community Participation**

It is common knowledge that the public are stakeholders of public policy in the regions that grow their economy, in addition to the regional government and the Regional People's Representative Council (DPRD). Community participation is also considered important in policy making. Because it is the people who know the most and feel the reality and needs. This is the basis of sociology that is important for the preparation of a public policy, in addition to the juridical and philosophical basis. The suggests that various studies, project documents, and guidebooks show very diverse interpretations of the meaning of the word participation:

- Participation is the contribution of the community to the project without participating in decision making.
- Participation is "sensitizing" (sensitizing) the community to increase willingness and ability to respond to development projects.
- Participation is an active process, which means that the person or group concerned, takes the initiative and uses his freedom to do so.
- Participation is strengthening dialogue between local communities and staff who prepare, implement, monitor projects, to obtain information about the local context, and social impacts.
- Participation is voluntary involvement by the community in self-determined changes.
- Participation is the involvement of the community in the development of themselves, their lives, and their environment.

From the description above, it is obtained the basic understanding that on the one hand, entrepreneurial community participation is a form of community activity that seeks in its daily life for survival, which arises as a logical consequence of the awareness of its responsibility for matters concerning its own interests; and on the other hand, community participation is one form of success in raising resources involving the interests of implementing a program, or a particular business, whose process of implementation relates to the interests of the community. Position and Scope of Participation in Entrepreneurship Communities

Even though entrepreneurial community participation is recognized as an important part of the process of organizing life, often this participation cannot be formulated position and meaning. This is because the overall implementation cycle is not understood so that participation must be placed and where it must be done is blurred and slurred. Participation can start from the stage of determining what will be addressed and what will be produced, which is usually referred to as the formulation of policies and plans. Furthermore, it is followed by participation at the stage of determining ways to achieve goals and risking resources so that goals can be achieved. Finally the participation reached the stage of achieving similar views about how to monitor and assess the results. Thus, in general, we can understand that participation can be done starting from the stage of policy formulation and planning, the implementation phase to the stage of monitoring and evaluation. Clearly participation can be carried out at every stage in the cycle of the implementation of shared life.

#### **Drivers and Generators of Entrepreneurial Community Participation**

Participation is often given the meaning of voluntary involvement of people without pressure and away from orders. There are various factors that encourage this willingness to be involved, because interests can be due to solidarity. You can because you have the same goal, you can also because you want to do a joint step even though the goal is different. Whatever factors are encouraging, participation must finally produce agreement about the goals to be achieved and actions to be taken together. That is, what was originally individual must be voluntarily changed and processed into a collective goal and interest.

#### **Entrepreneurship Community Participation Method**

Method or method is a guide for carrying out an activity that is really needed especially for activities that involve many people and many parties. Without a guide the activity becomes irregular, it is unclear what the results are and it is not clear who should do or contribute what. Opportunities for random activities in participation by the willingness and spontaneity that are accommodated in participatory activities require the guidance that we call the method. The choice of this method of participation needs to consider the situation of the activity and who will participate. Cultural background and information contained in participation will determine the effectiveness of a method. Besides coercing a method that is incorrect or erroneous in its application, it can backfire or produce results as expected by participation.

## **2.9 GIS Strategy Plan**

The demographics of the Indonesian people, especially the village of Munjul, Soleardistrict, Tangerang Regency, Banten Province, have a program that is a change in the "social movement", namely the level of change in the community that responds to the challenges of civilization with the capacity to prioritize quality. The GIS strategy plan in quality according to the State defines quality as the work performance and quantity performance achieved by an employee in carrying out his duties according to the responsibilities given to him. Also states that quality assessment is a systematic performance evaluation of the work that has been done by an employee and is intended for development. The defines quality assessment as a formal performance procedure carried out in organizations and governments to evaluate employees and contributions and interests for someone. Job assessment according to is an activity carried out by management or supervisors, appraisers to assess, performance for labor by comparing the quality of performance with a description or with a description of work in a certain period usually at the end of each year.

#### **GIS Strategy Plan in Human Resource Development**

GIS strategy can improve the quality of the apparatus is one of the efforts that must be done, for the creation of superior quality, competent, able to utilize, develop creativity, innovation and master science and technology. The strategy to improve the quality of the apparatus to be able to face opportunities and challenges, as well as increasingly rapid development, needs to be done continuously, so that the apparatus remains a productive resource. Therefore, only apparatus that are creative, innovative, have high competence and can utilize intellectual capital that can improve performance, be productive and finally be ready to anticipate global competition.

#### **Considering the Quality of the GIS Strategy Plan**

The Law on Information on Electronic Transactions that is implemented, needs to look at the economic aspects of jurisprudence in the community, because this society is a society whose economy originates from plantations and agriculture, Government in the Law of the Republic of Indonesia (Law-RI Number 18 Year 2004) has stipulated Law This invitation is about plantations. As has been regulated article by article contained in it there is a Business Use Right or which regulates business use in plantations which is very extraordinary in land use, businesses that are used for corporations (companies) and individuals. Part of the influence of Business Use Rights is that one of them is a corporation (company) that has very invited various groups to be able to find out more deeply about what is meant by electronic transaction information which after conducting violations that have been tested materially by the constitutional court (MKRI) which is still unclear or it is unclear the legal binding certainty regarding violations committed by corporate business people (companies), an laving land, this happens a lot of people who can be categorized as affected and a sense of injustice, this is what people feel with intimidation caused by security carried out by the police and TNI personnel who should have law enforcement and a sense of security protected for citizens.

## 2.10 Basic Principles for Implementing Quality GIS Strategy Plans

To implement the quality management of the GIS strategy plan in the corporation (company) against ITE, it is necessary to have pre basic conditions that must be fulfilled namely:

- a) The existence of a quantifiable performance indicator and clear deadline, this measure must be able to answer the various problems faced so that the measure of performance is the form of equal distribution of all services must be measured quantitatively and can be understood by various parties involved, so that if later evaluation can be known to have reached the target or not.
- b) All measures of the GIS strategy plan are outlined in a form of agreement between the corporation (company) and community members who are often called a performance contract. With the performance contract, the corporation (the company) whether the community has felt the desired results or not and here the performance contract contains an agreement on the granting of ITE licenses to corporations (companies) and citizens regarding their indicators for their achievement and the duration of their achievement. two things that need to be included in the performance contract so that at the end of the evaluation alone, but also the work process the results must be the achievement of the target. By carrying out the performance tasks that have been outlined, of course, they can give their dedication the basis for improvement in the future.
- c) Against a standard work management cycle process and be obeyed to work together. One other aspect in leadership style is attitude or being a follower what would happen if everyone moved away from the leadership or head of a government agency? not high performance is achieved, but chaos exists, basically chaos is basically a lack of overall coordination but in other situations it must understand that doing part of an ITE development system that must be owned and followed and applies the management concept Human Resources (HR) march. Coordination of Officials is generally for the creation of supervision and GIS strategy plans for ITE that are performing, selection, employee development education and promotion. This coordination includes coordinating the objectives for the management of Human Resources (HR) activities to be more transparent and also easily knowing that ITE programs through any coordination need to be improved to bring the GIS strategy plan into strengthening people's economy to be high-performing, because basically.

## 3. Research Methods

### 3.1. Research design

The method used in this study is a quantitative analysis method, which aims to determine how much influence the independent variables have on the dependent variable, both individually and together. Determination of independent variables (predictors) must be based on the theory or results of previous studies, but for explanatory research, the researchers' experience is needed as a handle for choosing

non-independent variables. The research was carried out according to the level of explanation which revealed the variables studied and explained the objects through the collected data. In this study, quantitative data in the form of numbers are used, or qualitative data is estimated. Thus the data obtained is complementary and integrated with each other, so that it can be accounted for and can solve problems as formulated in chapter I.

### 3.2. Research model

The research model uses simple and multiple linear regression analysis with the model.

Information :

X1 = Effect of Electronic Transaction Information Policy Implementation

X2 = Strengthening the People's Economy

X3 = Public Perception

X4 = Entrepreneurship Community Participation

Y = GIS Strategic Plan

$\epsilon$  (Epsilon) = Factors outside X1, X2, X3, and X4 which have an effect on Y, but are not examined. In the research analysis model a two-stage analysis was carried out, namely:

#### 1. Simple liner regression

$$\hat{Y} = b_0 + b_1X_1 + e$$

$$\hat{Y} = b_0 + b_2X_2 + e$$

$$\hat{Y} = b_0 + b_3X_3 + e$$

$$\hat{Y} = b_0 + b_4X_4 + e$$

#### 2. Multiple Liner Regression

$$\hat{Y} = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

### 3.3. Operational Definition of Variables

According to variables are the most important research elements and are definitions used by researchers to describe abstract a social phenomenon, or natural phenomenon. The research variables that will be operational in this study are the variables contained in the proposed hypothesis. The research variables are classified into five parts, namely the independent variables Effect of Electronic Transaction Information Policy Implementation (X1), People's Economic Strengthening (X2), Public Perception (X3), and Entrepreneurship Community Participation (X4), and the dependent variable GIS Strategic Plan (Y). For each research variable described in Table 3.1 - 3.5. Policy implementation is an action that leads to a goal proposed by a person, group or government in a particular environment, due to the existence of certain obstacles while looking for opportunities to achieve goals or realize the desired goals.

### 3.4. Data Collection Techniques and Tools

#### 3.4.1. Data collection technique

To obtain complete data in the object of this research, the authors use 2 (two) ways in the data collection techniques used in this study are:

- 1) Library research, which is carried out to support theoretical and conceptual ideas about research variables, which in this case are supported by techniques:
  - a) Library research, in the form of research in textbooks or literature that can be used as study material in this study.
  - b) Documentation study, briefly this technique can be said as an observation of the symptoms of the object under study, by examining documents in the Village



of Munjul, Solear District, Tangerang Regency, Banten Province.

- 2) Field research, which is carried out by going directly to the field by: 1) Observation  
With observation techniques allow researchers to see and observe themselves, then record behaviors and events as they did in the real situation, and allow researchers to record events in situations related to knowledge directly obtained from the data.
- 3) Questionnaire: The questionnaire is a tool or technique of collecting data in the form of questions that ask questions about the factors that influence the quality of business use rights.
- 4) Interview: It is a technique of collecting data in the form of verbal question and answer between two people or more directly. In this study the authors used data collection techniques with structured interviews to be interpreted as directed and systematic question and answer to collect relevant data using interview guidelines as a basic guideline for systematic questions, so that they are easily reprocessed.

### 3.4.2. Data Collection Tool

Data collection will be done by distributing questionnaires to respondents, namely:

- a) The closed questionnaire is a question submitted to the respondent along with the answer. Respondents only choose one of the answers provided.
- b) The interview is to do a question and answer directly with several respondents. This interview is only to strengthen the answers to closed questions.

## 3.5. Population and Samples

### 3.5.1. Population

According to population is "Region generalization of objects / subjects that have certain quantities and characteristics that have been determined by researchers to be fully studied thoroughly and then draw conclusions". The population in this study were entrepreneurs (PT. Bestari Putra Rajawali), Head of Sub-District, Deputy District Head, Regional Secretary (SEKDA), Head of Service (KADIS), Section Head (KASIE), Section Head (KABAG), Staff, Community Leaders. The Village Head (KADES) in Tangerang Regency numbered 791 people. Consisting of 450 men and 341 women in Tangerang Regency, especially in the Munjul Village, Solear District.

### 3.5.2. Sample

According the sample is "part of the number and characteristics possessed by the population. To determine the sample size, the proportionate stratified random sampling method is used, which is random sampling, where each subject of the population is viewed equally proportionally to the level of the strata. So that the sample results from the population error rate of 10% (percent), which is in the village of Munjul, Solear District, Tangerang Regency, Banten Province.

3.6. Data analysis technique  
The collected data is then processed and analyzed with the package. Statistical Package for Social Science (SPSS) version 16.0 for Windows. The processed data is presented in tabulation form with descriptive explanation and quantitative analysis.

The steps taken by the authors in this study are as follows:

### 1) Descriptive Statistics

Descriptive statistics only provide information about data that is owned and in no way draws inferences, or any conclusions about the larger parent group. Examples of descriptive statistics that often appear are, tables, diagrams, graphs and other quantities in magazines and newspapers. With descriptive statistics, the collected data will be presented concisely and neatly, and can provide core information from existing data sets. Information that can be obtained from descriptive statistics include the size of the concentration of data, the size of the data distribution, and the tendency of a data group. Descriptive statistics pertain to how data can be described as described) or inferred both numerically (calculating averages and standard deviations) or graphically (in the form of tables or graphs) to get a glimpse of the data so that it is easier to read and meaningful.

### 3.7 Draft Hypothesis Test

Based on the research hypothesis stated in the previous chapter, the hypothesis test design is stated as follows:

#### 1) First hypothesis

H0: There is no significant positive effect on the implementation of the electronic transaction information policy on the GIS strategy plan in Munjul Village, Solear District, Tangerang Regency, Banten Province.

Ha: There is a big positive effect on the implementation of the electronic transaction information policy on the GIS strategy plan in Munjul Village, Solear District, Tangerang Regency, Banten Province.

#### 2) Second Hypothesis

H0: There is no significant positive effect on people's economic empowerment on the GIS strategy plan in the Munjul Village, Solear District, Tangerang Regency, Banten Province.

Ha: There is a large positive effect on people's economic strengthening on the GIS strategy plan in Munjul Village, Solear District, Tangerang Regency, Banten Province.

#### 3) Third Hypothesis

H0: There is no significant positive effect on public perceptions of the GIS strategy plan in Munjul Village, Solear District, Tangerang Regency, Banten Province.

Ha: There was a large positive effect on public perception of the GIS strategy plan in the Munjul Village, Solear District, Tangerang Regency, Banten Province.

#### 4) Fourth Hypothesis

H0: There is no significant positive effect on entrepreneurial community participation on the GIS strategy plan in the Munjul Village, Solear District, Tangerang Regency, Banten Province.

Ha: There is a large positive effect on entrepreneurial community participation on the GIS strategy plan in the Munjul Village, Solear District, Tangerang Regency, Banten Province.

### 5) Fifth Hypothesis

H0: There is no significant positive effect Effect of the implementation of electronic transaction information policy, strengthening of the people's economy, public perception, and entrepreneurial community participation together on the GIS strategy plan in the Village of Munjul, Solear District, Tangerang Regency, Banten Province.

Ha: There is a large positive effect of the influence of the implementation of electronic transaction information policies, strengthening of the people's economy, public perception, and entrepreneurial community participation together with a GIS strategy plan in Munjul Village, Solear District, Tangerang Regency, Banten Province.

Location and Research Schedule

#### 3.6.1. Research sites

This research was conducted at certain points that were most influential in observations (observations) of researchers in Tangerang Regency, Banten Province. Precisely in the village of Munjul, SolearSubdistrict, the duration of this research runs, requiring a time range of 6 (six) months from January 2019, since the beginning of the activity in the form of preparation time up to the time of completion in the form of research reports and scheduled times in in his dissertation exam. In conducting this research the researcher made observations, also the researchers came directly to the object of this research both with the residents and the local government apparatus, namely at the Village, Subdistrict and District and Provincial levels to obtain evidence that there are and valid in reality the field data, which is in the location of the research that is made as one of the objects of research for researchers. This research began in January 2019 which focused on the implementation of the business actors of the company PT. Bestari Putra Rajawali, elements of the Provincial, Regency, District and Village governments as well as elements of community leaders and individual community members in the Munjul Village, Solear District, Tangerang Regency, Banten Province in particular.

#### 3.6.2. Research schedule

The schedule of this study is as follows with the time of the study as shown in table 3.7.:

**Table 3.7:** Research schedule

Activities	Jan 2019	Feb 2019	Mar 2019	Apr 2019	Mei 2019	Jun 2019	Jul 2019
Preparation							
Proposal							
Data Collection							
Research Proposal							
Research Results							
Dissertation Meeting							
1) Closed							
2) Open							

## 4. Research Results and Discussion

### 4.1 Object Research

This research is found in the community as well as entrepreneurial entrepreneurs, namely limited liability company PT. Bestari Putra Rajawali and in Munjul Village, Solear District, Tangerang Regency, Banten Province, as the

object of research and conducted by observing (observing) in the field and face to face (interview) directly and coming to the points what was done in this study by researchers. So that what is done will produce results to the fullest with the actual situation and valid statement, of course.

### 4.2 Research discussion

This study on the basis of the discussion there are two categories of division, among others:

- Theoretically, it is expected that the results of this study will be useful for the development of science, especially the science of government regarding the success of autonomy as an embodiment in improving the progress of regional government, in addition to contributing ideas in the concepts of Electronic Transaction Information Policy Implementation, Strengthening the People's Economy, Perception Public and Entrepreneurial Community Participation in the GIS Strategy Plan in Munjul Village, Solear District, Tangerang Regency, Banten Province.
- Practically, it is expected to be able to provide input to the Regional Government in Tangerang Regency, especially in various matters and factors that support the success of the GIS Strategy Plan in Munjul Village, Solear District, Tangerang Regency, Banten Province.

### 4.3 Research analysis

What is meant in the results of this study is to examine and review the magnitude of the influence of the Effect of Implementation of Electronic Transaction Information Policy, Strengthening the People's Economy, Public Perception and Participation in Entrepreneurship Communities. For the achievement of the results of this study are:

- Analyzing the Effect of Implementation of Electronic Transaction Information Policy on GIS Strategy Plans in Munjul Village, Solear District, Tangerang Regency, Banten Province.
- Analyzing the influence of the People's Economic Strengthening on the GIS Strategy Plan in the Munjul Village, Solear District, Tangerang Regency, Banten Province.
- Analyzing the effect of Public Perception on the GIS Strategy Plan in the Munjul Village, Solear District, Tangerang Regency, Banten Province.
- Analyze the influence of Entrepreneurship Community Participation on the GIS Strategy Plan in Munjul Village, Solear District, Tangerang Regency, Banten Province.
- Analyze the Effect of Implementation of Electronic Transaction Information Policies, Strengthening the People's Economy, Public Perception and Entrepreneurship Community Participation together on the GIS Strategy Plan in Munjul Village, Solear District, Tangerang Regency, Banten Province.

### Location of Economic Pluralism and Population

For the sake of plurality and progress in the pace of economic development and so on, for example by the method that occurs in the culture of the community in the Village of Munjul, Solear District, Tangerang Regency, Banten Province, namely in the program of intact

cooperation of community members as plantation and agricultural land owners and business actors like the company. Medium scale PT. Bestari Putra Rajawali with other business actors in large-scale Tangerang Regency, namely companies, corporations, or foreign developers. For land use cultivation in the community so as not to be built that is not for plantations and agriculture, which is only used by the land as a field of agricultural / plantation land / fields that are not land that is not utilized (sleeping land) there are also those that are only used as the extraction land at SoettaCengkareng Airport by other companies by buying land on the land, which needs to be developed from a number of land in the village of Munjul, Solear District, Tangerang Regency, Banten Province.

4.4 Discussion

Based on the results of testing of the four hypotheses above, it turns out that all hypotheses are acceptable and of a significant nature. To clarify all the results of the above research, it is necessary to discuss the existence of each variable

4.5 Findings and Implications of Research Results

On the findings and implications of the results of this study there is the Effect of Implementation of Electronic Transaction Information Policy, Strengthening People's Economy, Public Perception and Entrepreneurship Community Participation on GIS Strategy Plans in Munjul Village, Solear District, Tangerang Regency, Banten Province. Described in Table.4.45.

Table 4.45: Findings and Implications of Research Results  
Variables - Variable Indicators Findings and Implications Description

Variable -Variable	Indicators	Findings and Implications		Description
( X1) TheEffect of Policy Implementation Electronic Transaction Information	Effect	Contibutions		Contrubutions For X2, X3, X4, Y
( X2) Strengthening the People's Economy	Targets	Local government		X1, X3, X4, Y
( X3) Perception Public	Problems	Entrepreneurs		X1, X2, X4, Y
(X4) Entrepreneurship Community Participation	Means	Metode& Analysis		X1, X2, X3, Y
(Y) GIS Strategy Plan in Munjul Village, Kec. SolearKab. Tangerang Prov. Banten	Aims	Welfare Development Economy and Population		X1,X2, X3, X4
<b>Conclusion</b>	Data Conclusion Findings and Implications			<b>Results</b>
	Variable	Indicators	Findings	Implications
				Implications of Running a GIS Strategy Plan

Source: Processed Data Findings and Implications of Research Results.  
Descriptions of Tables.

5. Findings and Implications of Research Results

Practically described with bonded variables as follows:

- Effect of Electronic Transaction Information Policy Implementation (X1), its contribution is influential with policies on Strengthening People's Economy (X2), Public Perception (X3), Entrepreneurship Community Participation (X4) on GIS Strategy Plans in Munjul Village, Solear District, Tangerang Regency, Banten Province (Y). - Strengthening the People's Economy (X2), its contribution is to target local government apparatus to pay attention to entrepreneurial business actors in the Effect of Electronic Transaction Information Policy Implementation (X1), Public Perception (X3), Entrepreneurship Community Participation (X4), on GIS Strategy Plans in Munjul Village, Solear District, Tangerang Regency, Banten Province (Y). - Public Perception (X3), its contribution to the problems caused by plantation businesses to always pay attention to the Effect of Electronic Transaction Information Policy Implementation (X1), Strengthening People's Economy (X2), Entrepreneurship Community Participation (X4), on GIS Strategy Plans in Munjul Village, Solear District, Tangerang Regency, Banten Province (Y). - Entrepreneurship Community Participation (X4), its contribution is as a means

and analysis arising from the Effect of Electronic Transaction Information Policy Implementation (X1), Community Economic Strengthening (X2), Public Perception (X3), on GIS Strategy Plans in Munjul Village, Solear District, District Tangerang Banten Province (Y). - GIS Strategy Plan in Munjul Village, Solear District, Tangerang Regency, Banten Province (Y), its contribution is to achieve one of the goals and levels of welfare in development from the Effect of Electronic Transaction Information Policy Implementation (X1), Strengthening, the People's Economy (X2), Public Perception (X3), and Entrepreneurship Community Participation (X4). The description above makes the form of the results of programmed and quality research on the GIS strategy plan in the context of the formation of an independent and prosperous society in a prosperous economy for community members and the government in the village of Munjul, Solear District, Tangerang Regency, Banten Province. The substance refers to the conformity of the Law on electronic transaction information (ITE), so that the creation of the rights of citizens and entrepreneurial business people is a guaranteed legal certainty. In the wheel of Development the next development civilization in the realm creates the economy and answers the challenge. And the Government should propose about its Courage to take one of its

theoretical and political changes to the Central Government regarding this issue, regarding the suitability of the Electronic Transaction Information Law (ITE) in strengthening the people's economy together with entrepreneurial community participation namely; - Require analyzing and forming and planning GIS "Geography Information System" for targeted and measurable interests arising from problems in the implementation of electronic transaction information policies, in strengthening the people's economy in Munjul Village, Solear District, Tangerang Regency, Banten Province.- Deal with issues of public perception and entrepreneurial community participation, and GIS strategy plans. Specifically in strengthening the people's economy. So that its contribution gives a positive aspect to its function and benefit to the influence of the implementation of its electronic transaction information policy in the Village of Munjul, Solear District, Tangerang Regency, Banten Province. - Carry out implementation in GIS strategy planning by analyzing, socializing, monitoring and evaluating correctly.

## 6. Conclusions and Recommendations

### 6.1 Conclusion

- 1) Effect of Electronic Transaction Information Policy Implementation, has a positive and significant influence (76.8%), on the GIS Strategy Plan in Munjul Village, Solear District, Tangerang Regency, Banten Province, the effect of implementing electronic transaction information policy is a reinforcing factor of the GIS strategy plan in Munjul Village, Solear District, Tangerang Regency, Banten Province, is related to objectives, problem solving, results, strategy, policy performance, attention, communication, goals, implementers, division of labor, distribution of power, criteria, problems, facilities and influence.
- 2) People's Economic Strengthening of the GIS Strategy Plan in Munjul Village, Solear District, Tangerang Regency, Banten Province has a positive and significant influence (75.8%), because People's Economic Strengthening is a reinforcing factor of the GIS Strategy Plan in Munjul Village, Solear District, Tangerang Province District Banten, related to authority, supervision, effective, ability, cooperation, relationships, programs, approaches, objectives, direction, structured, mechanism, goals, harmonious and activities.
- 3) Public Perception of the GIS Strategy Plan in Munjul Village, Solear District, Tangerang Regency, Banten Province has a positive and significant influence (72.2%), on the GIS Strategy Plan in Munjul Village, Solear District, Tangerang Regency, Banten Province, Public Perception is the main factor of GIS Strategy Plan in Munjul Village, Solear District, Tangerang Regency, Banten Province, related to attention, goals, memories, materials, guidance, verbal information, intellectual skills, cognitive strategies, attitudes, indicators, physical movements, categorization, capabilities, internal and external.
- 4) Community Participation in Entrepreneurship in the GIS Strategy Plan in Munjul Village, Solear District, Tangerang Regency Banten Province has a positive and significant influence (90.6%), Community Participation

Entrepreneurship is a supporting factor of the GIS Strategy Plan in Munjul Village, Solear District, Tangerang Regency, Banten Province, voluntary related, social fields, participation, decisions, goals, serving the community, mind, energy, mind and energy, expertise, results, knowledge, creation of policies, increased trust and efficiency.

- 5) The Effect of Implementation of Electronic Transaction Information Policy, Strengthening People's Economy, Public Perception and Community Participation Entrepreneurship together has a positive and significant influence (68.2%), on the GIS Strategy Plan in Munjul Village, Solear District, Tangerang Regency, Banten Province, related to skills, knowledge, job description, participation, training, responsibility, discipline, encouragement, ability, self-development, exemplary, recruitment process, learning process approach, organizational strengthening and professionalism formation.

### 6.2 Suggestions

In line with the conclusions drawn from the results of this study, several possible suggestions can be made to improve the GIS Strategy Plan in the Munjul Village, Solear District, Banten Province, Banten Province as follows:

- 1) The local government apparatus must give full attention in implementing the policies that have been set so that it will have an impact on the targets set and achieve the goals in improving the quality of one-door licensing services will be achieved if the policies that have been set are implemented properly by competent apparatus in the policy field of the Electronic Transaction Information Act.
- 2) With the strengthening of the people's economy, the pace of the economy in people's welfare can be arranged into an integrated roundness in the most effective way possible, and there is harmony in the procedures for structured and systematic tasks.
- 3) External working conditions should refer to various ways designed to facilitate internal processes within employees when working.
- 4) Participation should facilitate efforts to strengthen institutions through civil education, in building awareness and honing skills to participate effectively and providing a better foundation for policy making and ensuring a more effective implementation.
- 5) The existence of a learning process approach will give a great tolerance for the bureaucracy in the process of forming and perfecting professionalism and the development of bureaucratic resources must be carried out jointly to improve performance on microstructure and institutional reform.
- 6) The regional economic cycle should begin with the role of entrepreneurial community participation in jointly developing a strategy plan, namely Geography Information System (GIS).
- 7) The availability of an area to be developed in this case is in the role of entrepreneurship in the Village of Munjul, Solear District, Tangerang Regency, Banten Province by paying attention to the views in various studies.

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