

Implementation of Electronic Transaction Information Law, Apparatus Coordination, Public Perception and Economic Role of the Effectiveness of Community Services

Riza Calvin Gumay

Doctoral Student of Economic Trisakti University – Jakarta

Abstract: *The business world which is now beginning to develop following its civilization is expected to be able to answer the challenges in society that exist today, because society is a group of human life which has a different role of diversity and culture in a development, or follows the flow of times in a community that interconnected and mingled with each other, with all activities in a tolerant manner and with a relationship that everyday can provide the sentences as well as 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 have a sense of peace of security, in solidarity with citizenship, nationality, and state relations, this opinion was conveyed by Adi Suminto. Book: E Social Resistance to Community Diseases in the Perspective of Human Rights. The said that "Society is an example in history by emphasizing a process naturally on the character of science (Social) to answer solving various problems of life". So with that economics is one of the fractions in character and its social literature as a basis or mother rather than other sciences. However society can be distinguished by culture and called levels, degrees both socially and in the eyes of its creator (God) which is very closely related, relating to God which is interpreted by the Al-Qur'anul kharim Allah SWT says "Habluminnallah" which means mutual relating to Allah SWT (God), and also interconnected with humans "Hablumminanas" which means interconnected with others (Humans), then it is clear that: humans are the most perfect creatures that exist on this earth, visible humans who have or in the gift of reason and mind to be able to distinguish this and that, so that humans are able to apply a judgment of right and not, good and bad, and with human thought capable of creating power and reasoning, so as to be able to animate, be able to influence their psyche and be able to have morality and ethics -Ethics, in the rules of humanity. Humans according to the philosophy of science in the process of scientific investigation, because in humans it is shaded by reason, thought, proven from philosophy itself, because humans are based on the teachings, schools and religions, because of the principles thinking, humans have views in a reasoning, and essential, able to proceed on the beliefs and nature, which is caused by humans as a whole theoretically or pragmatic. The purpose of this study: (1) Analyzing the magnitude of the Effect of Electronic Transaction Information Law Implementation on Community Service Effectiveness in Bunar Village, Cigudeg District, Bogor Regency, West Java Province, (2) Analyzing the magnitude of the influence of Apparatus Coordination on Community Service Effectiveness in Bunar Village, Cigudeg District Bogor, West Java Province, (3) Analyzing the magnitude of the influence of Public Perception on Community Service Effectiveness in Bunar Village, Cigudeg District, Bogor Regency, West Java Province, (4) Analyzing the magnitude of the influence of Economic Role on Community Service Effectiveness in Bunar Village, Cigudeg Sub-District, Bogor Regency, West Java Province, (5) Analyzing the magnitude of the Implementation of Electronic Transaction Information Law, Apparatus Coordination, Public Perception and the Role of the Economy together on the Effectiveness of Community Services in Bunar Village, Cigudeg District, Bogor Regency, West Java 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) The Implementation of Electronic Transaction Information Law has a positive and significant influence (76.8%), on the Effectiveness of Community Services in Bunar Village, Cigudeg District, Bogor Regency, West Java Province, the effect of implementing electronic transaction information legislation is an reinforcing factor The Effectiveness of Community Services in Bunar Village, Cigudeg Sub-District, Bogor Regency, West Java Province, (2) Coordination of Apparatus to the Effectiveness of Community Services in Bunar Village, Cigudeg Sub-District, Bogor Regency, West Java Province has a positive and significant influence (75.8%), because apparatus coordination is Strengthening factors of Community Service Effectiveness in Bunar Village, Cigudeg District, Bogor Regency West Java Province has a positive and significant influence (72.2%), on Community Service Effectiveness in Bunar Village, Cigudeg District, Bogor Regency, West Java Province, public perception is the main factor of Effectiveness Service Communities in Bunar Village, Cigudeg Subdistrict, Bogor Regency, West Java Province, (4) Economic Role of Community Service Effectiveness in Bunar Village, Cigudeg District, Bogor Regency West Java Province has a positive and significant influence (90.6%), economic role is a supporting factor of Effectiveness Community Service in Bunar Village, Cigudeg Sub-District, Bogor Regency, West Java Province, (5) Implementation of Electronic Transaction Information Law, Apparatus Coordination, Public Perception and Role of the Economy together have a positive and significant influence (68.2%), on Effectiveness Community Service in Bunar Village, Cigudeg District, Bogor Regency, West Java Province.*

Keywords: Implementations ITE, Coordinations, Perceptions, and Effectiveness Community Service.

1. Preliminary

1.1. Background

Indonesia is a "Republic" country based on the 1945 Constitution and PANCASILA, yesterday 74 years of our

nation commemorate its independence day, namely on the 17th of August, a country called "Country of Thousand Islands" whose people live in the economy agriculture, plantations and so on. As an agrarian society, the rate of national food growth, Indonesia was recorded as "National Food Self-Sufficiency" in the era of 1995, as empirical

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evidence that the Unitary State of the Republic of Indonesia (NKRI) called "gemah ripah loh jinawi". The wheel of development and the rate of economic growth in certain communities, especially with regard to the "Regional Economic Cycle" which means that whatever the pretext of this system of society is returned refers to the role of a region by returning the customs or habits of the people. Suppose that cultural customs, namely social society and local wisdom possessed by local communities must be preserved, because until now it has been eroded by the impact of the era civilization that began to challenge every civilization. The development that puts forward the period of development and the rate of growth that exists in this society, one of which is about "Technology" which began to be developed with increasingly progressive changes that are "Renewable". For example, regarding Information, Transactions, and Electronics, which is abbreviated as "ITE", which will greatly help sustainable community programs, individuals, and overall components and all layers needed, with the sophistication of this technology it will accelerate the emergence of cells or tissues new in the world of society for the development of "Social of Movement" at the level of welfare and economy of the community and the region itself. Especially the people in Bunar Village, Cigudeg Sub-District, Bogor Regency, West Java Province, for example, the level of welfare in the Regional economy has not hit the community members, because there is still unhealthy cooperation between the government's performance in guarding the Regulations, Laws and Laws. there is and is very clear and visible from the societal perspective that affirms the welfare of these community members through independent entrepreneurship, these entrepreneurs want to have a decent life in the welfare of their families and other people and the surrounding community, who can be employed in entrepreneurial activities. Holders of the Identity Card (KTP) number 3201221608660001, and Family Card (KK) number 3201220910060009, named Jayana Arisandi, who lives in Kampung Bunar RT 001 RW 003, for example she is a person who works as an entrepreneur in a small scale timber sawing business preparations made for home needs and so on in the village, which the business was occupied from 25 years ago, and absorbed a lot of local workforce around its business, proving that armed with education lacking in formal education, and minimal technological knowledge, were able to develop practically the business and able to support the economy of families and families around the business. It means that the essence is the norm than the social system has a paradigm of "Social Change" that comes not only complex caused by the government but also the fruit of initiative and creativity in the thinking of the community itself. After waiting for the completion of existing payments, it turned out that the finance had made this issue an appeal to the Bogor District District Court in Cibinong, which filed an objection to the BPSK Arbitration verdict, thus holding a trial for 3 trials. With Session Call Number: 329 / Pdt.Sus.Bpsk / 2017 / PN.Cbi. 3rd call on Wednesday January 24 2018 at 09.00 WIB. Because the defendant has died due to limited managerial ability and his leadership (feeling of fear) is suddenly a heart disease that has died, as evidenced by the Death Letter from the local Village Number: 474.3 / 99 / I / 2018 on January 24, 2018, so that there is no representative who came as the recipient

of the defendant's special power of attorney, from the offense of this case, whoever in 2 times and even 3 times did not attend the intended trial would be *AUTHORIZED* by itself, and won absolutely (Pledoi) and (De facto) by Finance. The replacement of the remaining payments is far from the Arbitration which was won by the verdict in the BPSK Court, meaning that in this case the network mentioned as one of the information experienced does not function to guarantee broadly and fairly for humanity, namely the pattern of society, which is only based on the benefits of one party. (The Information Network in the ITE Law experiences its policy collection). This equality of position before anyone's law, according to the 1945 Constitution in Article 31 Paragraph 1 has been castrated in the interests of one-sided, or a handful of individuals in power in their network through Information, Transactions and Electronics (ITE). Which only puts forward practicum of humanity in the view of Human Rights (HAM), on certain judgments and measurements of culture. So that it will damage and slow down the role of the economy in the wider social welfare of the community. Suminto. A. 2014: 46 states that "Culture from humans is also called society, which can be divided into social variables having different cultures from human communities that can be noticed and can be observed and can be shown, clearly and plainly, that humans can socialize social and culture ". From the description of the background above, the researcher is interested in conducting a study entitled "Implementation of Electronic Transaction Information Law, Apparatus Coordination, Public Perception and Economic Role of the Effectiveness of Community Services in Bunar Village, Cigudeg District, Bogor Regency, West Java Province".

1.2. Identification of problems

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

- 1) The neglect of the interests of a group in the process of policy formulation, so that policies made by the government are felt not to meet or harm their interests.
- 2) The role of the economy is still not optimal, because there are still many community aspirations or opinions that are ignored by local government officials.
- 3) Public perception has not guaranteed the community empowerment in the area, because it is still found that there is a loss of state revenue in the region because the regional apparatus is not yet clean.
- 4) Coordination that is still unclear, so that the apparatus is difficult to translate every task given by the boss to him.
- 5) Service quality is still low because education and training are not optimal so it is not anticipatory in increasing regional autonomy.
- 6) Community services are often doubtful and do not have commitment in providing community-focused services.
- 7) The authority and effectiveness provided do not fully support the main tasks in the work unit concerned.
- 8) The law has not been fully developed in the same perception concerning the mechanism and procedures for service.

1.3. Restricting the problem

Because of the many factors that influence and relate to the Effectiveness of Community Services, this study will focus on Community Service Effectiveness, which is linked to the Implementation of Electronic Transaction Information Laws, Apparatus Coordination, Public Perception and the Role of the Economy. In addition, this research is also limited to the object of research, namely in Bunar Village, Cigudeg Subdistrict, Bogor Regency, West Java Province in 2018. This research was first created and has never been studied by anyone else, and can contribute to the development of science in particular economy.

1.4. 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 Electronic Transaction Information Act Implementation on the Effectiveness of Community Services in Bunar Village, Cigudeg District, Bogor Regency, West Java Province?
- 2) How big is the influence of Apparatus Coordination on the Effectiveness of Community Services in Bunar Village, Cigudeg District, Bogor Regency, West Java Province?
- 3) How big is the influence of Public Perception on the Effectiveness of Community Services in Bunar Village, Cigudeg District, Bogor Regency, West Java Province?
- 4) How much influence does the Economic Role have on Community Service Effectiveness in Bunar Village, Cigudeg District, Bogor Regency, West Java Province?
- 5) How big is the influence of the Implementation of Electronic Transaction Information Law, Apparatus Coordination, Public Perception and the Role of the Economy together on the Effectiveness of Community Services in Bunar Village, Cigudeg District, Bogor Regency, West Java Province?

1.5. Research Objectives

The purpose of this research is to examine and review the magnitude of the influence of the Implementation of Electronic Transaction Information Law, Apparatus Coordination, Public Perception and the Role of the Economy. The objectives to be achieved in this study are:

- 1) Analyzing the effect of the Implementation of Electronic Transaction Information Law on the Effectiveness of Community Services in Bunar Village, Cigudeg District, Bogor Regency, West Java Province.
- 2) Analyze the effect of the Coordination of Apparatus on the Effectiveness of Community Services in Bunar Village, Cigudeg District, Bogor Regency, West Java Province.
- 3) Analyze the effect of Public Perception on the Effectiveness of Community Services in Bunar Village, Cigudeg District, Bogor Regency, West Java Province.
- 4) Analyze the influence of the Economic Role on the Effectiveness of Community Services in Bunar Village, Cigudeg District, Bogor Regency, West Java Province.
- 5) Analyze the effect of the Implementation of Electronic Transaction Information Law, Apparatus Coordination,

Public Perception and the Role of the Economy together on the Effectiveness of Community Services in Bunar Village, Cigudeg District, Bogor Regency, West Java Province.

1.6. 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 the science of government management 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 Act Implementation, Apparatus Coordination Public Perception and Economic Role of the Effectiveness of Community Services in Bunar Village, Cigudeg District, Bogor Regency, West Java Province.
- 2) Practically, it is expected to provide input to the Regional Government in realizing its economic development, especially in terms of factors that support the success of the Effectiveness of Community Services in Bunar Village, Cigudeg District, Bogor Regency, West Java Province.

1.7. 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 lives of democratic and empowered people to building the economy, starting from the government point of view. 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 about government which 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. The same opinion is said by Rasyid (2000: 13) that modern government is essentially a government that provides services to the community, a government is held not to serve itself but to serve the community, creating conditions that allow each member of the community to develop their abilities and creativity to achieve progress together. The above conditions can be realized if the government commits to its decision. Almost in every Nation State (Nation State) in an effort to reach the State's goal, followed by the division of power: (a) in the form of "Capital Division of Power", this power division was horizontal which was known since the theory of "Trias Politica", (b) in the form "Area Division of Power", the division of power in this form is vertical, namely the

division of power between the central government in public bodies or institutions outside the central government (Arthur Mass in Koswara, 2003: 7). Thus, implicitly the government means a tool or body or institution, not a person, who has strong legality. With its legality, it allows this institution to carry out certain actions as long as they do not conflict with the objectives of the State as an organization. Still according to the definition above, the most important thing of all, action in the interests of the people, not just themselves or their groups. Implementation of policy is a crucial stage in the public policy process. A policy or program must be implemented so that it has the desired impact or goal. Policy implementation is seen in a broad sense as a public administration tool where actors, organizations, procedures, techniques and resources are organized together to carry out policies in order to achieve the desired impact or goal. Coordination is one of the advantages for a leader, and the leadership of a large organization requires proper coordination of a leader that must implement, simplify the organization, develop programs, encourage coordination by using certain approaches (Syafudin, 1996: 4). In coordination contained the following contents, units or working groups in an organization with different functions, the mechanism of relations between work units in realizing intact integration, the implementation of work from the efforts made by the leadership in work to control the objectives, the harmony in the procedure for work structured and systematic tasks that do not cause duplication, similarity in direction that all activities are directed towards the target and avoid the movement of deviant activities. The content contained in the organization can be seen from the nature of the organization in a simple manner which is formulated as a technique to unite different units of function so that a unity of action occurs in order to realize a common goal. Leobard D. White gave an opinion about coordination cited by Suhartono (1998: 126-127) coordination is the adjustment of parts to each other, movements and workmanship at the right time so that each one gives the maximum contribution to the overall results. The implementation of coordination for each organization has a great benefit, if complex or multiple functions as a regional government organization, which coordination is needed so that the organizational units or regional offices involved in the implementation of regional autonomy are integrated, harmonized and similar in carrying out the tasks of the regional government, to achieve goals effectively. In this regard, as confirmed by Moekijat (1994: 1-2) if there are conditions that are interdependent between activities, effective results will be achieved if the activity is coordinated. Organizational units that exist within the organizational structure of local government even though they carry out their own tasks and functions, but in essence are a whole and whole unit, or part of a system, so to ensure that all activities are directed towards achieving organizational goals needed by the organization. Through the willingness and awareness to coordinate the unification of various parties' goals, it will guarantee the coordination process that results in agreement and at the same time a joint commitment that needs to be pursued together towards effective organizational goals. Thus it can be argued that coordination is the process of regulating or harmonizing the movements of all potential and organizational units between organizational units whose tasks and functions differ towards the creation of harmony, harmony and balance in

order to realize unity in the direction and action towards achieving organizational goals effectively reflected through clarity authority and responsibility, supervision, communication and leadership capabilities. Perception is a high interpretation of the human environment and processes the information process "their Interpreting of human being through a higher perception of their word through information processing" Wilson. D. (2000), another opinion stated by Maramis (1998). Perception is the power to recognize goods, the 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. Humans generally receive information from the environment through a process in which there is information obtained through the memory of living organisms. This fact facilitates the perception of individuals to increase the presence of stimuli that affect individuals who trigger an experience from an organism, so that the thinking that occurs in the perceptual process is the highest process. According to Mulyasa (2005) social perception is the process of capturing the meaning of social objects and events that we experience in our environment, humans are emotional, so that the assessment of them carries risks, each person has a different picture of the reality around him. Why do people look in the same situation but the way or result is different, the fact is that we perceive an object of stimulation through sensations that flow through our senses. However, everyone follows, arranges and interprets these sensory data in their own way. The process of how one selects, organizes and interprets information inputs to create a meaningful overall picture. Perception depends not only on physical stimulation but also on stimulation related to the surrounding environment. People receive information selectively so that they only pay attention and choose the best information to evaluate a service. They also have information that matches their beliefs and experiences. The overall perception of the organization will be formed from information about the organization and its experiences in the past. Government bureaucrats try to position their organizations to meet the service needs of predetermined segments. The implementation of the Regional Government is not solely the responsibility of the regional government, but also the responsibility of the community as a whole. One manifestation of this sense of responsibility is the existence of a supportive attitude from members of the region's own community towards the implementation of regional autonomy as indicated by the active involvement (participation) of the local community. To be able to participate, of course the regional community must have the ability to do so, the regional community should be empowered and strived to be able to do something for their region. This is the part of the task of the regional government, namely increasing the capacity of the community and creating a climate that allows the birth of participation which in turn will have a broad and beneficial influence on the implementation of regional autonomy. Every citizen is a part of his local community, as the owner of sovereignty he has the right and obligation to take part in

the process of state, government and society. Taking part in the process is called participation, and participation can be done directly or through intermediary institutions such as the DPRD, NGOs and so on. The role is a form of participation the results given can be in the form of ideas, funds, energy and other useful forms. The participation of citizens is carried out not only at the stage of implementation, but as a whole starting from the stages of policy formulation, implementation, evaluation and overall starting from the stages of policy formulation, implementation, evaluation and utilization of the results. (Wasistiono, 2002: 33). 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. According to (Suminto. A. 2017: 12) "The role is the same as participation that produces a goal that is often given the meaning of voluntary involvement of people without pressure and far 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. Systematic thinking in the capabilities of HR resources there are 3 elements, namely:

1. Philosophically.

Philosophy is a relationship that is expressed because of faith, religious tolerance, and trust.

2. In humanism.

Humanism because humans are social creatures that are interconnected with one another, or around them.

3. In a system of decision making.

Humans are essentially the most perfect beings on earth and their designation as caliphs in their various perfections with one another, who can take thought and are based on a decision that is marginal, emotional, and the power of systemic thinking.

Human condition and human resources often become difficult problems in the era of development of a country. Various cases of failure of industrial development in a country, such as Indonesia due to the lack of trained personnel. In developing countries, such as Indonesia the problem of developing HR is not only limited to the availability of trained personnel in the formal sector, but also becomes a kind of basic need. This makes human resource development through education seen as the most effective thing to reduce backward problems at the level of individuals, organizations, communities and on a national scale. Economic growth in developing countries does not

always solve the problem of poverty, but the problem of public services is also a big problem that has not been resolved. Given these conditions, a special strategy is needed in the bureaucratic environment, including strengthening the condition of human resources. The business then completes the HR with the necessary skills. This situation brings positive conditions, namely the increase in the number of teaching staff, the number of schools, the development of educational curricula and further encouraging improvement in better living conditions, such as health conditions, family planning and a better level of education. (Zainun, 1992: 57). HR management that views HR as a vital aspect, demands a shift in views about HR. HR is not just a tool to achieve goals but as a valuable human capital. As human capital, proportional attention needs to be given, especially in the effort to improve its quality which is oriented towards entrepreneurial spirit, service and participation. The view of revitalizing the role of human resources positions HR not inanimate objects, but is a very valuable asset. According to Suminto. A. 2018. In the book "Transformational Leaders Motivated by Employee Performance" states "A managerial leader is a person who has an HR capability background that is sufficiently proven by the level of education, and capacity in the performance of his service". That is an effort in the intent of thinking that is mapped in terms of the framework for research.

1.8. Hypothesis

The hypothesis in this study is formulated as follows: 1. There is a large influence of the Implementation of Electronic Transaction Information Law on the Effectiveness of Community Services in Bunar Village, Cigudeg District, Bogor Regency, West Java Province, where the more effective Implementation of Electronic Transaction Information Law, the higher Community Service Effectiveness in Bunar Village, Cigudeg District, District Bogor West Java Province. 2. There is a large influence of the Coordination of Apparatus on the Effectiveness of Community Services in Bunar Village, Cigudeg Sub-District, Bogor Regency, West Java Province, where the more qualified Apparatus Coordination, the higher the Effectiveness of Community Services in Bunar Village, Cigudeg Sub-District, Bogor Regency, West Java Province. 3. There is a large influence of Public Perception on the Effectiveness of Community Services in Bunar Village, Cigudeg District, Bogor Regency, West Java Province, where the higher the Public Perception, the higher the Effectiveness of Community Services in Bunar Village, Cigudeg District, Bogor Regency, West Java Province. 4. There is a large influence of the Economic Role on the Effectiveness of Community Services in Bunar Village, Cigudeg District, Bogor Regency, West Java Province, where the higher the Role of Economy, the higher the Effectiveness of Community Services in Bunar Village, Cigudeg District, Bogor Regency, West Java Province. There is a large influence of the Implementation of Electronic Transaction Information Law, Apparatus Coordination, Public Perception and Economic Role together on the Effectiveness of Community Services in Bunar Village, Cigudeg District, Bogor Regency, West Java Province, where the more effective Implementation of Electronic Transaction Information Law, Apparatus Coordination, the

higher the Public Perception and the higher the Role of the Economy, the higher the Effectiveness of Community Services in Bunar Village, Cigudeg District, Bogor Regency, West Java Province.

2. Literature Review

2.1. Economic Theory

2.1.1. Economics

The word science in philosophy is a knowledge that is understood by human reason, so that humans can think good and bad with logical, empirical evidence in their phenomenological attitude. 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 the Transaction and Electronic Information (ITE) network to regions or regions that have empowered their technology, the technology area is an area which subsequently carries out development from the period, namely the existence of a level of company in this area, it is necessary to rely on ITE technology (Electronic Transaction Information) for the sake of its smooth operation. 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 Economics. An economic analysis that describes the actual conditions based on the conditions of facts in the economy. For example, a description of the condition of the monetary crisis in Indonesia that occurred in 1998. The monetary crisis in 1998. 2. Theory of Economics. 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 (ingg: scarcity). Adam Smith is recognized as the father of economics. The word "economy" comes from the Greek words "ἵκος (oikos)" which means "family, household" and νόμος (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) normative versions, 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, informatic economy, economic resilience, mercantilism, Bretton Woods, and so on. There is an increasing trend for applying economic ideas and methods in a broader context. The focus of economic analysis is "decision making" in various fields where people are faced with choices. for example in the fields of education, marriage, health, law, crime, war, and religion. Gary Becker from the University of Chicago is a pioneer of this trend. In his articles he explained that the economy should not be affirmed through the subject matter, but should be affirmed as an approach to explain human behavior. This opinion is sometimes described as imperialist economy by some critics. So, literally the definition of economy is a household rule or household management. Economics is also considered as a study of human behavior in an effort to fulfill their needs. understanding of economics according to experts. In order to better understand what economics means, we can refer to the opinions of some experts. The following are definitions of economics according to experts: 1. Adam Smith. According to Adam Smith, the notion of economics is the study of human behavior in managing various limited or unlimited resources to achieve certain goals in his life. 2. Jean-Baptiste Say. According to Jean-Baptiste Say, the notion of economics is the science that becomes a branch of studies of all regulations that can determine one's wealth. 3. John Stuart Mill. According to J. S. Mill, the notion of economics is the study of everything about expenditure and collection. 4. Karl Marx. According to Karl Marx, the definition of economics is the study of human ways of survival in a social class structure whose relationship is determined in the use of production facilities. 5. Thorstein Veblen. According to Thorstein Veblen, the meaning of economics is the study of the ability of humans to determine the choices of production, consumption, and distribution according to feelings, tastes, and cultural values in their environment. 6. Max Weber. According to Max Weber, the notion of economics is the study of the formation of patterns of social action and individual economic actions based on the values it believes. Because mapping comes from the geography of the system that exists in the role of the wider community. 7. John Maynard Keynes. M. Keynes defines economics as a study of the level of prosperity of a country that requires government intervention so as to achieve a certain economic condition. 8. Mohammad Hatta. According to Mohammad Hatta, the definition of economics is the study of the processes of achieving prosperity and social justice in a society. 9. Adi Suminto. The explained that economics is a set of behavioral forms of management and administrative

restraint including (concept, system, and quality), in order to build a civilization and change the pattern context in society (population), so that there are 4 stages in economics namely: 1. Planning. 2. The attitude of the leader. 3. Organization / institution. 4. Control and evaluation.

2.2. Implementation of Transaction and Electronic Information Law

Since it was ratified in 2008, Law No. 11 of 2008 concerning Information and Electronic Transactions (ITE) has ensnared various groups of internet users, especially in the alleged violation of Article 27 Paragraph (3) concerning defamation. The case of violating the ITE Law that first drew public attention was the case of Prita Mulyasari in 2009. She was arrested and detained on charges of defamation by writing e-mails related to Omni International Hospital services, with a maximum jail sentence of 6 years and / or a maximum fine of Rp. 1 billion.

Eight years passed, the government finally proposed a revision of the ITE Law with various improvements. This responds to various judicial reviews of this law to the Constitutional Court (MK) because various provisions are considered too 'rubbery' and tend to easily criminalize internet users. Although Law No. 11 of 2008 was amended by Law No.19 of 2016, the direction of the political policy of law and human rights (HAM) of the government was considered to have suffered a setback. But for the legislature, the latest ITE Law actually provides concessions to people who stumble over cases of defamation through cyberspace for detention at the investigation level. Looking at the direction of legal political policy in the revision of the ITE Law is more towards forming a civilized nation. The main spirit of the revised spirit of the ITE Law is at least two things, namely First: Community AspectsSecond: Government. To probe from the aspect of society, namely that there is freedom in expressing opinions politely. Article by Article in changes to the ITE Law.

2.3. Apparatus Coordination

The word coordination comes from co and ordinare 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. Terry (op.cit.) For example talking about "Internal

Coordination" and "External Coordination" (Soekanto, 2001: 13). The difference between coordination and cooperation (cooperation). Cooperation is defined as "the collective action of one person with another or others toward a common goal". Of course, the difference between coordination and hierarchy is much greater. Coordination is horizontal while hierarchy is the command channel (downward) and report (upward), vertical. Thus coordination can be defined as an increasing agreement-agreement process of various activities or different elements in such a way that on the one side all activities or elements are directed towards achieving a predetermined goal and on the other hand, the success of one activity does not damage the success of other activities.

2.4. Public Perception

Perception is the experience of objects, events or relationships that are obtained by deducing information and interpreting messages, Rahmat (2005: 36). Meanwhile, according to Walgito (2001: 66), arguing that perception is that there is an organized process, 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 about these perceptions it 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. Humans generally receive information from the environment through a process in which there is information obtained through living memory organism. This fact facilitates individual perceptions of increasing the presence of stimuli that affect individuals who trigger an experience from an organism, so that thinking that occurs in the perceptual process is the highest process. According to Mulyasa (2002; 99) social perception is the process of capturing the meaning of social objects and events that we experience in our environment, humans are emotional, so that the assessment of them contains risks, each person has a different picture about the reality around him. The principles that justify social perceptions are:

a. Experience-based perceptions, patterns of human behavior based on their perceptions of social reality that have been learned (experience), lack of prior experience in dealing with an object will clearly make people interpret the object based on mere guesswork or similar experiences.

b. Perception is selective, our sense devices are weak and selective (selective attention), what we pay attention to is the attention of others or better. There is a tendency for us to see what we see, we hear what we want to hear, our attention to that stimulus. attention is a mental process when stimuli or a series of stimuli become prominent in consciousness when other stimuli are weakened.

c. Perception is presumptive, because the data we obtain about objects through sensing is never complete, perception is a direct jump to conclusions, as the selection process of

this step is deemed necessary because we do not allow to obtain a complete set of details for our five senses. The process of presumptive perceptions allows us to interpret an object with a more complete meaning from any point of view. Thus perception is also a process of organizing the information available, placing the details that we know in a particular organizational scheme that allows us to get a more general meaning.

d. The evaluation is that there are no perceptions that are objective, because each of them performs an interpretation based on past experience and importance, perception is a cognitive psychological process that reflects the attitudes, beliefs, values and expectations of perceptions that are personal and subjective that are used to use perceptions.

e. Perception is contextual context is one of the strongest influences, the context that surrounds us when we see someone an object or event greatly influences the cognitive structure, expectations and therefore our perceptions. Interpretation of meaning in its context is an important factor in understanding the communication and social relations of object structures or events based on the principle of similarity or closeness and completeness.

2.5. Economic Role

In the subject matter of economics, the role of the local community to collaborate in their economy is one of them markets. And the market is categorized into several types, both based on their nature, and the type of goods being traded.

1. Market Based on the Nature and Submission

a. Concrete / Real Market. In the real market there are sellers, buyers, and goods that are traded in a place.

b. Abstract Market. The process of interaction (reciprocal relationship) carried out by the seller and buyer in order to reach an agreement on price and goods (output) to be traded.

2. Market based on the type of goods being traded

a. Consumer Goods Market. As the name suggests, this market sells goods that are consumed directly. Maybe this is the market we know most often. For example: markets that sell daily necessities such as vegetables, etc.

b. Production Goods Market. Unlike the consumer goods market, this market trades production factors. For example: a market that sells production machinery, agricultural equipment, and transportation equipment.

2.6. Community Service Effectiveness

Mangku Negara (2004: 67) defines Effectiveness as a result of work that is performance and quantity performance achieved by an employee in carrying out his duties according to the responsibilities given to him. Andre F Sikula in Hasibuan (2005: 15) 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. Dale in Hasibuan (2005: 96) defines effectiveness 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 Sumarto (2003: 231) 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. The

paradigm shift in governance from rule government to good governance or from government to governance, from centralistic to decentralized and the dynamics of the growth of society towards empowering, needs to be addressed and balanced with the public bureaucracy, especially apparatuses who have good quality work. Effectiveness in community service is related to the ability of government apparatus in the form of knowledge, skills, skills, attitudes and behaviors needed in carrying out the main tasks, functions, authorities and responsibilities mandated to him (Widodo, 2005: 144). Effectiveness in community service is part of Community Resources (HR) as the goal of management that is of good quality in terms of physical aspects, knowledge, skills, morale and discipline, and quality of welfare, so that they can carry out their duties well and can provide excellent service to the community (Suminto. A, 2014: 128). In an effort to realize high-quality human resources and be able to increase technology absorption as well as overall, careful preparation is needed with as much as possible capturing people who are able to manage life productively, efficiently and with high national awareness and social characteristics that are harmonious, harmonious and balanced in exist in the environment. In an effort to get competitive, a strategy to improve service effectiveness is needed. Key human resource management practices are:

- 1) A relatively fixed job description and explicitly described.
- 2) The level of community participation in decisions that are relevant to the conditions of financing obtained and work that needs capital itself.
- 3) The mix between individual and group criteria for work assessment must be short-term and results-oriented.
- 4) Uniformity of treatment of community members as users of fiduciary financing and security guarantees of guaranteed goods.
- 5) Training and development of true, existing and sustainable financing.
- 6) With practices such as this, it is possible to improve the quality of employees in the organization as well as help the goals of the organization and if needed are flexible and adaptive to new tasks and technological advancements.

Basic Principles for Implementing Effectiveness. To implement management in the effectiveness of community services, corporations (companies), it is necessary to have pre basic requirements that must be fulfilled, namely:

A. The existence of a performance indicator (Key performance indicator) that is quantitatively measured and clearly deadline, this measure must be able to answer various the problem faced so that the effectiveness of services to the community can measure its performance is that the form of service to the community in all distribution must be measured quantitatively and can be understood by various related parties, so that later on the evaluation can be found that the target has been obtained or not.

B. All measures of effectiveness of community service are outlined in a form of agreement between the corporation (company) and community members which is often called a performance contract, with the performance contract, the corporation (company) whether the community has felt the results what is desired yet and here the performance contract contains an agreement on the provision of fiduciary financing / finance

financing with the corporation (company) and community members regarding the indicators for their achievement and the achievement period there are 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, rewards can provide dedication to the basis for future improvements (continuous improvement). C. Towards a process of fiduciary work / company financing management cycle, which is standard and adhered to to be done together, namely:

- 1) Planning, how many determination of performance indicators complete with various strategies and fiduciary work programs / financing needed to achieve desired performance.
- 2) Implementation, where the regional government moves according to the plan made, if there are changes due to new developments then make these changes.
- 3) Evaluation, namely analyzing whether the realization of performance in accordance with the plan that has been previously set all this must be all quantitative.
- 4) The existence of a constructive and consistent system of reward and punishment, this reward concept does not always have to be financial, but it can also be other forms, reward and punishment is given after seeing the results of the realization of performance, whether in accordance with planned performance indicators or not yet. Of course there must be a performance appraisal or performance appraisal before reward and punishment, the application of this punishment must be careful, because in many cases coaching is far more beneficial.
- 5) There is a relatively objective performance appraisal mechanism, which involves various parties, a very well-known concept is 360-degree assessment, where performance appraisal is carried out to obtain effectiveness of services, community members and colleagues, service users, because in principle human beings think subjectively that it is approaching objectively rather than thinking on their own, this is sematagat in the concept of 360-degree assessment.
- 6) There is a leadership style that leads to the formation of the effectiveness of high-performance community services, the core of leadership like this is the existence of a process of coaching, counseling and empowerment to corporations (companies) and citizens or human resources in humans. One other aspect in leadership style is the attitude of followership or how to become followers if all people stay away from leaders or heads of a government agency? not high performance is achieved, but chaos is there, basically chaos is basically a lack of overall coordination but in other situations this must understand that it is doing part of a system of effectiveness of community services that must be owned and followed and apply the management concept of Source Human Resources (HR) march. Coordination of Officials is generally for the creation of supervision and effectiveness of performing public services, recruitment, selection, employee development education and promotion. This coordination includes coordination aimed at the effectiveness of community services, then the management of Human Resources (HR) activities will be more transparent and the head / head of the

fiduciary / financing department of the company also easily knows through any coordination needs to be improved to bring the effectiveness of services to high performance, because basically the leader / head of the fiduciary department / financing in the company, someone who must really have the soul of his leadership or propriety to carry out the leadership spirit itself.

- 7) Communities with the effectiveness of community services make it a priority in conducting fiduciary / financing transactions because capital needs have a sense of security and responsibility for mutual cooperation.
 - 8) Especially fiduciary / financing problems that occur in the residents of Bunar Village, Cigudeg District, Bogor Regency, West Java Province.
- CHAPTER III

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 interconnected in an integrated manner with each other, so that it can be accounted for in this study 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 as shown in Figure 3.1. :

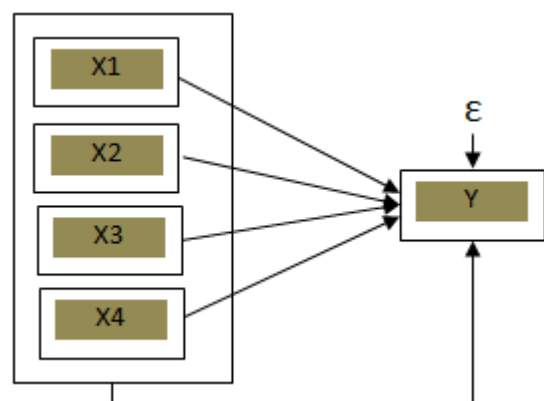


Figure 3.1: Research Analysis Model

Information :

- X1 = Implementation of Electronic Transaction Information Law
- X2 = Coordination of Officials
- X3 = Public Perception
- X4 = Role in Economy
- Y = Community Service Effectiveness

ϵ (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 Effendi and Singarimbun (2002: 17) variables are the most important research elements and are definitions used by researchers to describe abstractly a social phenomenon, or natural phenomenon. The research variables that will be operationalized in this study are the variables contained in the proposed hypothesis. The research variables are classified into five parts, namely the independent variable Implementation of the Electronic Transaction Information Act (X1), Apparatus Coordination (X2), Public Perception (X3), and Economic Role (X4), and the dependent variable on Community Service Effectiveness (Y).

3.4. Data Collection Techniques and Tools

3.4.1. Data collection technique

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

- a) Library research, which is carried out to support theoretical and conceptual ideas about research variables, which in this case are supported by techniques:
 - Library research, in the form of research in textbooks or literature that can be used as study material in this study.
 - Documentation study, briefly this technique can be said as an observation of the symptoms of the object under study, by examining documents that exist in the community in Bunar Village, Cigudeg District, Bogor Regency, West Java Province.
 - Supporting data in the form of official letters which are used as the main foundation.
- b) Field research, which is carried out by going directly to the field by:
 - 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 that are directly obtained from the data in the form of official letters for the foundation in this study.
 - 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 effectiveness of Community Services in Bunar Village, Cigudeg District, Bogor Regency, West Java Province.
 - 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 researchers used the technique of collecting data with structured interviews 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 processed again. 3.4.2. Data Collection Tool

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

- i. The closed questionnaire is a question submitted to the respondent along with the answer. Respondents only choose one of the answers provided.
- ii. 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 Sugiyono (2006: 90) 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 the Head of District, Head of District Court, Head of BPSK, Regional Secretary (SEKDA), Head of Office (KADIS), Section Head (KASIE), Head of Section (KABAG), Staff, Community Leaders, Village Heads (KADES) in the District Bogor, West Java Province, totaling 791 people. Consisting of 450 men and 341 women in Bogor Regency, West Java Province, especially for residents in Bunar Village, Cigudeg District.

3.5.2. Sample

According to Sugiyono (2006: 91) the sample is "part of the number and characteristics possessed by the population. To determine the size of the sample, the proportionate stratified random sampling method is used, which is random sampling, where each subject of the population is highly regarded proportionally to the level of the strata. So that the sample results from the population error rate of 10% (percent), which is in Bogor Regency, West Java 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 (eg 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.

2. Test Validity and Reliability

Test Reliability is used to measure the reliability of the questionnaire as a research instrument. This can be indicated by the Cronbach Alpha coefficient which is the magnitude of the comparison between the pure score and the score variance in a test. Test Validity is needed to measure the accuracy of questionnaire items that are used as a data collection tool, which is to express something to be measured. This can be shown by the correlation coefficient (r) moment product Pearson.

3. Test of Classical Assumptions

a. Data Normality Test

Normality tests are used to test in a regression model, dependent variables, independent variables or both have a normal distribution or not. A good regression model is a normal, or near normal distribution. The data normality test was carried out by the Kolmogorov-Smirnov Z Test One-Sample test. The basis of the decision is if the Kolmogorov-Smirnov Z value is greater than 0.05 (5%), then the data is said to be normally distributed, or meet normality requirements.

b. Multicollinearity. Multicollinearity is done to show that between independent variables, have a direct relationship (correlated). The consequences of multicollinearity will cause the regression questionnaire to be of small value, if the regression standard error is large, then the individual testing is not significant. The characteristic of multicollinearity is high R², significant F-test but many t-tests are not significant. The steps in multicollinearity testing are carried out as follows:

Ho = There is no multicollinearity

Ha = There is multicollinearity

By using decision making as follows:

1) If Variance Inflation Factor (VIF) > 10 then Ho is rejected (there is multicollinearity)

2) If Variance Inflation Factor (VIF) < 10 then Ho is rejected (no multicollinearity).

4. Determination Coefficient Analysis

To test the suitability of multiple regression models, the Determination Coefficient (R²) is used to explain the variability of the dependent variable of the regression equation model used, especially from the independent variables used.

5. Linear Regression Analysis

Regression analysis is a procedure in which through the formulation of mathematical equations, the value of random variables is based on the value of other known quantitative variables. In this case the independent variable is the implementation of plantation policies, coordination of the apparatus, public perception and community participation in realizing the dependent variable on the quality of business use rights, then using a simple and multiple linear regression equation using the following formula:

a. Simple linear regression equation

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

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

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

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

b. Multiple linear regression equation

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

Where :

b₀ = constant

b₁ = variable regression coefficient X₁

b₂ = variable regression coefficient X₂

b₃ = variable regression coefficient X₃

b₄ = variable regression coefficient X₄

\hat{Y} = Community Service Effectiveness

X₁ = Implementation of Transaction Information Act Electronic

X₂ = Coordination of Officials

X₃ = Public Perception

X₄ = Economic Role

6. Test the Hypothesis

The design of the hypothesis test is used to test the hypothesis proposed in this study, whether the statistical values generated from the results of statistical analysis can be generalized, or applied to the population.

a) Calculate t test

Test with the following t count:

The hypothesis proposed in testing significant simple linear regression coefficients is:

Ho: b = 0 (regression coefficient is not significant) tHa: b ≠ 0 (significant regression coefficient)

The hypothesis testing criteria are as follows:

If the value of t-test is < t-table value, then Ho is accepted

If the value of t-test > t-table value, then Ho is accepted

b) F test count

The hypothesis proposed in conducting a significant testing of multiple linear regression coefficients is:

Ho: b₁ = b₂ = b₃ = b₄ (There is no significant effect between X₁, X₂, X₃ and X₄ on Y). Ha: b₁ ≠ b₂ ≠ b₃ ≠ b₄ (There is a significant influence between X₁, X₂, X₃ and X₄ towards Y)

The hypothesis testing criteria are as follows:

If the F-test value is < F-table value, then Ho is accepted

If the value of F-test > F-table value, then Ha is accepted

3.7. Draft Hypothesis Test

Based on the research hypothesis stated in the previous chapter, the hypothesis test design has been interpreted and stated as follows:

1) First hypothesis

H₀: There is no significant positive effect on the Implementation of Electronic Transaction Information Law on the Effectiveness of Community Services in Bunar Village, Cigudeg District, Bogor Regency, West Java Province.

H_a: There is a big positive effect on the Implementation of the Electronic Transaction Information Law on the Effectiveness of Community Services in Bunar Village, Cigudeg District, Bogor Regency, West Java Province.

2) Second Hypothesis

H₀: There is no significant positive effect on the Coordination of Officials on the Effectiveness of

Community Services in Bunar Village, Cigudeg District, Bogor Regency, West Java Province.

Ha: There is a large positive effect on the Coordination of Officials on the Effectiveness of Community Services in Bunar Village, Cigudeg District, Bogor Regency, West Java Province.

3) Third Hypothesis

H0: There is no significant positive effect Public Perception on the Effectiveness of Community Services in Bunar Village, Cigudeg District, Bogor Regency, West Java Province ..

Ha: There is a large positive effect of Public Perception on the Effectiveness of Community Services in Bunar Village, Cigudeg District, Bogor Regency, West Java Province.

4) Fourth Hypothesis

H0: There is no significant positive effect on the Economic Role of Community Service Effectiveness in Bunar Village, Cigudeg District, Bogor Regency, West Java Province.

Ha: There is a large positive effect of the Economic Role on the Effectiveness of Community Services in Bunar Village, Cigudeg District, Bogor Regency, West Java Province.

5) Fifth Hypothesis

H0: There is no significant positive effect on the Implementation of the Electronic Transaction Information Act, Coordination of Officials, Public Perception, and Role Economy together on the Effectiveness of Community Services in Bunar Village, Cigudeg District, Bogor Regency, West Java Province.

Ha: There is a large positive effect on the Implementation of Electronic Transaction Information Law, Apparatus Coordination, Public Perception, and Economic Role together on the Effectiveness of Community Services in Bunar Village, Cigudeg District, Bogor Regency, West Java Province.

3.8. Location and Research Schedule

3.8.1. Research sites

This research was conducted at certain points of the most influential in observations (observations) of researchers in Bogor Regency, West Java Province. Precisely in Bunar Village, Cigudeg Subdistrict, the duration of this research is running, requiring a time range of 6 (six) months from September 2018 to February 2019, from the beginning of the activity in the form of preparation time up to the time of completion in the form of research reports scheduled inside. In conducting this research the researcher made observations, also the researchers came directly to the object of this research both with the community members and the local government apparatus (APD) or local government work units (SKPD) namely at the village level namely Bunar Village, Subdistrict namely Cigudeg Subdistrict, and Regency level namely Bogor Regency, West Java Province, to obtain available evidence and validity in the reality of phenomenological field data. And the evidence is in the form of data and documents in the form of official letters where the documents of the data are original obtained by the researcher directly from the object in this study, which is in the location of the research which is used as one of the research objects for researchers valid nature of its existence

in a predetermined location, namely the community members in Bunar Village, Cigudeg District, Bogor Regency, West Java Province.

4. Research Results and Discussion

4.1. Object Research

This research was found in the community in Bunar Village, Cigudeg District, Bogor Regency, West Java Province, as the object of research and carried out by observing (observations) in the field and face to face and coming to the points of 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: 1) Theoretically, it is expected that the results of this study will be useful for the development of science, especially science about economics regarding the success of coordination of officials, public perceptions, and its economic role on Transaction and Electronic Information Law (UU-ITE) in the effectiveness of community services as an embodiment in improving the progress of society and regional government, in addition to contributing ideas in the form of concepts of Electronic Transaction Information Act Implementation, Apparatus Coordination, Public Perception and Economic Role on Community Service Effectiveness in Villages Bunar District of Cigudeg, Bogor Regency, West Java Province. 2) Practically, it is expected to provide input to the Regional Government in Bogor Regency, especially in various matters and factors that support the success of the Effectiveness of Community Services in Bunar Village, Cigudeg District, Bogor Regency, West Java Province.

4.3 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.

4.4 Findings and Implications of Research Results

On the findings and implications of the results of this study there is the influence of the Implementation of Electronic Transaction Information Law, Apparatus Coordination, Public Perception and Economic Role on the Effectiveness of Community Services in Bunar Village, Cigudeg District, Bogor Regency, West Java Province. Practically described with bonded variables as follows:

- Implementation of Electronic Transaction Information Act (X1), its contribution is influential with policies on Apparatus Coordination (X2), Public Perception (X3), Economic Role (X4) on Community Service Effectiveness in Bunar Village, Cigudeg District, Bogor Regency, West Java Province (Y).
- Coordination of Officials (X2), its contribution is to target regional government apparatus to pay attention to business

actors in the Implementation of Electronic Transaction Information Act (X1), Public Perception (X3), Economic Role (X4), on Effectiveness of Community Services in Bunar Cigudeg District, Bogor Regency, West Java Province (Y).

- Public Perception (X3), its contribution to the problems caused by Finance / financing companies to always pay attention to the effect of the Electronic Transaction Information Act Implementation (X1), Apparatus Coordination (X2), Economic Role (X4), on Effectiveness Community Service in Bunar Village, Cigudeg District, Bogor Regency, West Java Province (Y).
- Community Participation (X4), its contribution is as a means and analysis arising from the Implementation of Electronic Transaction Information Act (X1), Apparatus Coordination (X2), Public Perception (X3), on Community Service Effectiveness in Bunar Village, Cigudeg District, Bogor Regency West Java Province (Y).
- Effectiveness of Community Services in Bunar Village, Cigudeg District, Bogor Regency, West Java Province (Y), its contribution is to achieve one of the goals and levels of welfare in development in the regional economy from the Implementation of Electronic Transaction Information Act (X1), Apparatus Coordination (X2), Public Perception (X3), and Economic Role (X4).
- The description above makes the form of the results of programmed and quality research for finance finance entrepreneurs in the context of the formation of prosperous customers / consumers for citizens and the government in Bunar Village, Cigudeg District, Bogor Regency, West Java Province. The substance of which refers to the Conformity of Law No. 11 of 2008 which has been amended by Law No.19 of 2016, towards the political policies of law and human rights (HAM), so that the creation of the rights of citizens and business actors who get capital funding through finance / finance companies guaranteed legal certainty.
- Inside the wheel of the development of the next economic development civilization. And the Regional Government should propose about its courage to take one of its actions in a theoretical and political change to the Central Government regarding this issue, regarding the suitability of Law Number 11 of 2008 concerning Information and Electronic Transactions, namely: Aruskan Require and form "Special Courts, Consumer Dispute Courts and Strengthen BPSK in Bogor Regency, West Java Province" for various violations arising from the problems of business actors, finance / finance companies, with conformity to Law No.19 of 2016, the direction of legal political policies and human rights (HAM).

Dealing with violations of business actors, finance / finance companies in accordance with ITE Law No. 11 of 2018 with changes to Law No. 19 of 2016, leading to economic publicity, politics, law and human rights (HAM) policies. Strengthen specifically in the "Special Court of Consumer Dispute Resolution". Existing or already formed in Bogor Regency, West Java Province.

So that its contribution provides a positive aspect for its function and benefit to the community, especially in Bunar Village, Cigudeg District, Bogor Regency, West Java Province, and in the category of national and state order.

5. Conclusions and Recommendations

5.1. Conclusion

- 1) Implementation of Electronic Transaction Information Law has a positive and significant effect (76.8%), on Community Service Effectiveness in Bunar Village, Cigudeg District, Bogor Regency, West Java Province, Implementation of Electronic Information Transaction Law is a reinforcing factor of Service Effectiveness Communities in Bunar Village, Cigudeg District, Bogor Regency, West Java Province, are related to goals, problem solving, results, strategies, policy performance, attention, communication, goals, implementers, division of labor, power distribution, criteria, problems, facilities and influence.
- 2) Coordination of Officials on the Effectiveness of Community Services in Bunar Village, Cigudeg District, Bogor Regency West Java Province has a positive and significant influence (75.8%), because Apparatus Coordination is a reinforcing factor of Community Service Effectiveness in Bunar Village, Cigudeg District, Bogor Regency, Java Province West, related to authority, supervision, effective, ability, cooperation, relationships, programs, approaches, objectives, direction, structured, mechanism, goals, harmonious and activities.3. Public Perception of the Effectiveness of Community Services in Bunar Village, Cigudeg District, Bogor Regency West Java Province has a positive and significant influence (72.2%), on the Effectiveness of Community Services in Bunar Village, Cigudeg District, Bogor Regency, West Java Province, Public Perception is a factor The main aspects of Community Service Effectiveness in Bunar Village, Cigudeg District, Bogor Regency, West Java Province, are related to attention, goals, memories, materials, guidance, verbal information, intellectual skills, cognitive strategies, attitudes, indicators, physical movements, categorization, capabilities, internal and external .
- 3) The Economic Role of the Effectiveness of Community Services in Bunar Village, Cigudeg District, Bogor Regency, West Java Province has a positive and significant influence (90.6%), Economic Role is a supporting factor of Community Service Effectiveness in Bunar Village, Cigudeg District, Bogor Regency, West Java Province , voluntary related, social fields, participation, decisions, objectives, serving the community, mind, energy, mind and energy, expertise, results, knowledge, policy creation, increased trust and efficiency.
- 4) Implementation of the Electronic Transaction Information Law, Apparatus Coordination, Public Perception and the Role of the Economy together have a positive and significant influence (68.2%), on the Effectiveness of Community Services in Bunar Village, Cigudeg District, Bogor Regency, West Java 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.

5.2. Suggestions

In line with the conclusions drawn from the results of this study, several possible suggestions can be taken to improve the effectiveness of community services in Bunar Village, Cigudeg District, Bogor Regency, West Java Province as follows:

- 1) The Regional Government Apparatus (APD) should 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 objectives 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 .
- 2) Should be coordinated, work 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) The effectiveness of external working conditions refers to various ways designed to facilitate internal processes within employees when working.
- 3) Perception should facilitate efforts to strengthen institutions through civil education, in building awareness and sharpening skills to participate effectively and provide a better foundation for policy making and ensuring a more effective implementation.
- 4) The role of the learning process approach should give greater tolerance to 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.
- 5) It should immediately take practical action in its service and form "Special Courts, Consumer Dispute Courts and Strengthen BPSK in Bogor Regency, West Java Province" for various violations arising from the problems of its businessmen, finance companies / finance, with conformity to Law No. 11 of 2008 amended by Law No.19 of 2016, direction of policy, economy, politics, law, and human rights (HAM).

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