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Effectiveness of Using the Parkir-Go Application From the Perspective of Market Parking Attendants as an Increase Original Local Government Revenue

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ABSTRACT
This research analyzes the effectiveness of using the Parkir-Go application from the perspective of market parking attendants as an effort to increase Original Local Government Revenue in Ponorogo Regency, East Java. Parkir-Go is an application used to support the implementation of electronic parking in Ponorogo Regency. The method used in this research is descriptive quantitative using data collection techniques consisting of time series data on the realization of Ponorogo Regency market parking levies from 2018-2023 and documentation. To assess the effectiveness of electronic parking with the Parkir-Go application using indicators of accuracy of program targets and achievement of program objectives. The research results show that the use of the Parkir-Go application is less effective in increasing the Original Regional Income of Ponorogo Regency.

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INTRODUCTION

Ponorogo Regency is a region in East Java Province which is located approximately 200 km southwest of the provincial capital (Surabaya) and 800 km from the Indonesian capital (Jakarta). The population of Ponorogo Regency in 2020 was 949,318 people (BPS Ponorogo Regency, 2020). From year to year the population of Ponorogo Regency will also increase, causing the flow of vehicles to increase. Currently, the government is taking advantage of technological advances to provide easier public services. With advances in technology, this can be a new opportunity to provide better community services so that they can run efficiently and effectively according to community needs. In the government sector, the use of technology in providing service facilities is known as electronic government. Electronic government is one of the government's initiatives to use information technology as a means of providing information and services to the public both in business matters and in other matters related to the government. Meanwhile, public service innovation is a creative idea or ideas that are original and/or adjustments and modifications that provide benefits to society, directly or indirectly (Florence, 2018).

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The Ponorogo Regency Government, through the Ponorogo Regency Cooperative Trade and Micro Business Service (Dinas Perdagkum), implements the policies that have been established, including overcoming market parking problems by establishing programs related to information technology. On the other hand, the Department of Cooperative Trade and Micro Enterprises will periodically monitor and collect parking fees at designated market parking points.

One of the Ponorogo Regency Government programs is electronic parking. Electronic Parking is the government's desire to provide services to the community by utilizing advanced technology (Artamalia, 2019). In general, the aim of implementing electronic parking is to increase Ponorogo Regency parking fees and as an effort to organize parking. Parking levies are one of the potentials that can be managed as a source of regional revenue originating from within the region. This is a benchmark in assessing the level of Original Regional Income obtained by the region (Sianipar, 2023). Original Local Government Revenue is income obtained from sources within an area. Original Local Government Revenue reflection of a region itself, a region can be said to be advanced in economic terms when its original regional income is high (Humairah et al., 2021). The more transparent the management of Regional Original Income revenues, especially parking service fees, will certainly increase its contribution to development costs in Ponorogo Regency.

Electronic parking is a change to the parking service system, which was previously carried out manually, to a technology-based parking service system using the Parkir-Go (Parkir Ponorogo) application. By being based on technology, it is hoped that there will be a reduction in illegal parking and can have an impact on reducing vehicle violations, with this there will be an opportunity to become a safe, comfortable and sustainable city by implementing technology-based programs (Suherman, 2020). This aims to increase Ponorogo Regency parking fees and make it easier for users of parking services in the market, as well as paying progressive parking fees rates following Ponorogo Regency Regent Regulations. In Ponorogo Regency Regent Regulation No.27 of 2022, it is stated that for large bicycle parking, the levy rate set is IDR 1.000,00 per vehicle unit; for motorbikes, the levy rate given is IDR 2.000,00 per vehicle unit; the levy rate for sedans, jeeps, minibusses, pick-ups and similar vehicles is IDR 4.000,00 per vehicle unit; The levy rate for buses, trucks and other similar large vehicles is IDR 10.000,00 per vehicle unit. The Department of Transportation is a special agency that manages and collects parking fees, to improve the implementation of parking fee management and solutions that are increasingly convenient in the market and play an important role in the development of Economic Development.

The use of the Electronic Parking system is motivated by the low level of discipline and awareness of the public and parking attendants to comply with parking regulations in market areas, the lack of optimal regional revenues originating from parking service fees, and the potential for illegal levies carried out by unscrupulous parking attendants. Parking levy deposits in the market before the implementation of electronic parking were not in

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accordance with the parking levy target in Ponorogo Regency, because parking attendants made illegal levies.

By implementing an electronic parking system or electronic parking which aims to prevent illegal parking attendants from charging fees that do not comply with the regulations set by the government. With the electronic parking system, it is hoped that it will be able to increase regional income (Rahman et al., 2019). The implementation of electronic parking can reduce several risks for the government, especially levy leaks because there is still a manual parking process carried out by parking attendants, the risk of calculation and return errors, as well as security risks when collecting cash. The solution to overcome leaks in the management of parking funds is to implement electronic parking, so that the monitoring process for all matters related to parking can be carried out well and have an impact on increasing local revenue from the parking sector. Apart from that, electronic parking will also provide better services to the public in the parking sector (Susanto et al., 2017). Therefore, the government has taken the initiative to implement electronic parking services in its main markets, Tonatan Market and Relocation of Legi Market. From the explanation above, researchers conducted research with the title "Effectiveness of Using Parkir-Go Application from the Perspective of Market Parking Attendants as an Effort to Increase Original Local Government Revenue". In general, the aim of this research is to determine the level of effectiveness of the Parkir-Go (Ponorogo Parking) Application from the perspective of market parking attendants as an effort to manage local revenue, especially more transparent parking service levies.

METHODS

This research uses descriptive quantitative research by describing or illustrating the data that has been collected to compare the achievements of parking fees from 2018-2023, in order to determine the level of effectiveness of using the Parkir-Go (Parkir Ponorogo) application from the perspective of market parking attendants as an effort to increase Regional Original Income Ponorogo Regency. This research was conducted at the Relocation of Legi Market and Tonatan Market, because electronic parking was implemented for the first time in these two markets.

The data collection was carried out using time series data and documentation. This research was conducted for one month, namely in August 2023. The data collection technique used in this research was purposive sampling, according to (Sugiyono, 2013) purposive sampling is a technique for sampling data sources with certain considerations. This research uses time series data on the realization of market parking levies in Ponorogo Regency from 2018-2023.

The data analysis technique used is the effectiveness ratio, in order to determine the target and realization of parking levies before research is carried out. To analyze the effectiveness of the Parkir-Go Application from the Perspective of Parking Attendants as an Effort to Increase Local Original Income, according to (Mahmudi, 2016) a simple analysis is used, as follows.

$$\text{Effectiveness ratio} = \frac{\text{Realization}}{\text{Target}} \times 100\%$$

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Information :
Realization : Total Regional Original Income revenue in the parking levy sector
Target : The amount of Regional Original Income revenue in the parking levy sector is determined

Table 1. Effectiveness Criteria

Effectiveness Criteria	Effectiveness Percentage (%)
Very Effective	> 100%
Effective	100%
Effective Enough	90% - 99%
Less Effective	75% - 89%
Ineffective	< 75%

Source: (Mahmudi, 2016)

RESULTS AND DISCUSSION

Electronic Parking in Ponorogo Regency

The Ponorogo Regency Government first implemented electronic market parking services at the Relocation of Legi Market and Tonatan Market, where previously conventional parking was replaced with technology-based services. Electronic Parking is aimed at improving services, especially in collecting parking fees more effectively and efficiently to increase public comfort and safety. The aim of Electronic Parking is to avoid the practices of naughty parking attendants, so that leaks when collecting parking fees can be minimized. The aim of implementing electronic parking is to increase Regional Original Income (PAD) and as an effort to organize parking. The more transparent the management of Regional Original Income (PAD) revenues, especially parking service levies, will certainly increase its contribution to development costs (Astuti et al., 2019).

The parking service in question is using the Parkir-Go application (Android). Currently, parking services at the relocation of Legi Market and Tonatan Market, Ponorogo Regency already use a special tool called Electronic Data Capture (EDC). The Parkir-Go application is installed on Electronic Data Capture (EDC) which provides several features to determine the type of vehicle and parking rates available following the provisions of Ponorogo Regency Regent Regulation No.27 of 2022. Following what was stated by (Sianipar, 2023) electronic parking services can help manage parking and fees in local government environments in a more controlled, transparent, fast, easy, and accountable manner, involving active participation from the parking user community to help control and supervise parking management and levies as well as increasing regional income from parking fees in a more controlled and maximal manner by involving the active contribution of the community, improving the welfare of parking attendants more fairly and evenly.

Accuracy of Program Targets

The accuracy of program targets is to see the extent to which the program matches the targets that have been determined previously. When a program is launched, policy makers or program implementers set targets to achieve certain things. In implementing

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electronic parking, the main target market is the public, in order to increase comfort and safety. It is hoped that parking fees will be collected in accordance with those specified in Ponorogo Regency Regent Regulation No. 27 of 2022 and when paying for parking, a parking ticket will be provided. With this electronic parking, parking attendants cannot manipulate parking rates when parking service users make payments.

Apart from the community, the next target is the Ponorogo Regency Transportation Service. They monitor parking levy income graphs and support special monitoring of the operation of electronic parking in the market, thereby supporting better program implementation. The final target is the parking attendant, the parking attendant cannot manipulate parking rates, because when you operate the tool using the Parkir-Go application, a receipt or parking ticket will automatically come out and inside it there is a parking rate in accordance with the Regent's Regulations of Ponorogo Regency. Based on the researchers' observations, parking attendants are still not optimal in operating parking equipment because they are still confused and sometimes there are internet signal problems.

This is in line with research (Pradita, 2021) regarding parking management in Surakarta, the accuracy of the program targets is also correct. Because electronic parking is a form of service in the parking sector, its main target is aimed at the public. The next target is the Surakarta City Transportation Department and the final target is the parking attendant. By switching to an electronic parking system, revenue will become more structured and transparent. Apart from that, it is hoped that this will increase Regional Original Income (PAD) significantly.

Achieve Program Objectives

A program is created to get results as expected. Program implementation can be said to be successful if it is able to obtain conformity between the results and output of program implementation in accordance with the previously determined objectives. The aim of implementing electronic market parking at the Relocation of Legi Market and Tonatan Market is to eliminate parking attendants who make illegal fees so that parking fees increase, so that Ponorogo Regency's Original Regional Income increases.

Meanwhile, during the ongoing implementation of electronic parking, the previously set goals have not been implemented optimally. This is because the average parking attendant does not agree with the existence of electronic parking. Based on researchers' observations, sometimes the parking equipment used cannot run optimally and is still hampered by the WiFi network so that parking tickets cannot be issued. This causes parking attendants to object to using the electronic parking system. However, there are still some parking attendants who routinely use this tool every day because they understand the benefits they get from this electronic parking tool.

Judging from the results of this research, the implementation of electronic parking has not been optimal. Then, parking levy revenues in Ponorogo Regency decreased after electronic parking was implemented. The following is the target data and realization of Original Regional Revenue revenue in the parking levy sector in Ponorogo Regency for 2019-2023.

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Table 2. Target and realization of market parking levies in Ponorogo Regency

Years	Target (IDR)	Realization (IDR)	Effectiveness Percentage (%)
2018	800.000.000	862.900.000	107
2019	1.000.000.000	875.000.000	87
2020	725.000.000	596.898.000	82
2021	750.000.000	641.280.000	85
2022	712.500.000	508.279.000	71
2023	670.000.000	413.982.800	61

Source: Data is processed, 2023

Based on Table 2. in 2018, the realization results exceeded the target, namely 107%, which was said to be very effective. In 2019, the realization of parking fees did not reach the target of 87%, so it was categorized as less effective. In 2020, the realization achieved also did not meet the target, namely 82%, which was less effective. In 2021, the levy target was increased and in the end the realization did not reach the target of 85%, so it fell into the less effective category. In 2022, the realization achieved will not meet the target, namely 71%, including being ineffective. Then, in 2023 after implementing the electronic parking system, the realization achieved was only 61% and was said to be ineffective.

Based on analysis using the effectiveness ratio, target and realization of market parking levies in Ponorogo Regency, an average effectiveness of 82% was obtained. Thus, the use of the market's electronic parking system is said to be less effective. Because in its implementation at the Legi Market and Tonatan Market Relocation there were several parking attendants who did not support the implementation of this electronic parking. Parking attendants think that if electronic parking uses the Parkir-Go application, signal problems often occur and parking receipts cannot be printed, thus hampering service to the public. In line with (Calcabilla, 2023) the implementation of electronic parking can be said to be ineffective, because the realization of parking fees does not match the target and there are still parking attendants who do not use tools when serving people who use parking services.

CONCLUSION

From the results of research that the author has conducted regarding the effectiveness of using the Parkir-Go application from the perspective of parking attendants as an effort to increase Regional Original Income, it can be said to be ineffective. In accordance with Table 2. in 2018, the realization results exceeded the target, namely 107%, which was said to be very effective. In 2019, the realization of parking fees did not reach the target of 87%, so it was categorized as less effective. In 2020, the realization achieved also did not meet the target, namely 82%, which was less effective. In 2021, the levy target was increased and in the end the realization did not reach the target of 85%, so it fell into the less effective category. In 2022, the realization achieved will not meet the target, namely 71%, including being ineffective. Then, in 2023 after implementing the electronic parking system, the realization achieved was only 61%, so it was said to be ineffective. Then in 2023, when the

electronic parking service system was first implemented, the realization of parking fees was 61% of the specified target. So it can be concluded that the market parking levy in Ponorogo Regency has an average effectiveness of 82%. Thus, the use of the market's electronic parking system is said to be less effective. Then, based on the accuracy of the target, the electronic parking program using the Parkir-Go application is correct. Because the main target is the community, the next target is the Ponorogo Regency Transportation Service, and the last one is the parking attendants, but in its implementation based on observations made by the author, the majority of parking attendants do not support the implementation of this electronic parking, so the goal to be achieved unfulfilled.

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