A Study of Program Evaluation: Community Information Group - A Triangle of Information, Government and Community

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Abstract. This paper discusses a program evaluation study on Community Information Group. It is a program that is established by the Ministry of Communication and Information, which is based on the Ministerial Decree No. 8/2010. Through the program, the government is expected to disseminate public information and, simultaneously, the community will be able to voice their concerns and needs. This research used an exploratory survey with a sequential exploratory. In the qualitative analysis, we interviewed 15 key persons to understand the nature of the program and the impact of the access to information. This is enriched with a quantitative analysis. A closed-ended questionnaire was used to survey 62 respondents. The evaluation method was randomized post-test only group design. This research utilized a case study of research design with the Community Information Group of Sukabungah Village – Bandung, because it is regarded as one of the best practices of Community Information Group in Bandung City. Furthermore, Sukagalih Village was used as the control group of the evaluation program study. Dolbeare's model of policy impact was also used in this research. We constructed a causal logic of the program to fully understand the program itself. It is evident from the findings that a set of activities in this program did not meet its expected impact. Further, even though the activities are useful for the citizens, the citizens already had access to the same activities provided by other programs. It can be concluded that the establishment of the Community Information Group is inefficient. Hence the Community Information Group program should be re-designed to maximize the impact or otherwise be terminated.

Keywords: community information group, exploratory evaluation studies, impact evaluation framework, program evaluation

Abstrak. Makalah ini merupakan studi evaluasi program Kelompok Informasi Masyarakat (KIM), yaitu program yang dibentuk berdasarkan pada Keputusan Menteri Komunikasi dan Informatika RI No. 8 Tahun 2010. Program KIM bertujuan untuk menyediakan media bagi pemerintah untuk melakukan diseminasi informasi dan sebaliknya bagi masyarakat untuk menyuarakan pendapat, aspirasi dan kebutuhannya. Makalah ini merupakan hasil penelitian dengan menggunakan metode survei eksploratori yaitu eksploratori bertahap. Data-data dikumpulkan dari wawancara dengan 15 narasumber dan penyebaran kuesioner terhadap 62 responden. Metode evaluasi yang digunakan adalah desain randomized-post-test-only. Dua wilayah penelitian dalam penelitian ini adalah kelurahan Sukabungah yang merupakan kelompok eksperimen dimana di dalam kelurahan ini terdapat KIM, dan kelurahan Sukagalih yang merupakan kelompok kontrol yang akan digunakan sebagai pembanding analisa. Kerangka evaluasi yang digunakan untuk memahami logika program KIM adalah kerangka evaluasi dampak menurut Dolbeare. Temuan dalam penelitian ini adalah dampak yang terekam tidak sesuai dengan tujuan program KIM. Hal tersebut dibuktikan dengan analisa perbandingan temuan di dua wilayah penelitian. Kedua wilayah tersebut memiliki tingkat akses terhadap informasi yang sama. Namun peningkatan akses terhadap informasi dalam kelompok kontrol merupakan dampak dari program-program lain. Kesimpulan dari penelitian ini adalah program KIM tidak efisien mencapai tujuan dan dampaknya sehingga perlu untuk di desain ulang atau justru dihentikan.

Kata kunci: evaluasi program, kerangkat evaluasi dampak, kelompok informasi masyarakat, studi evaluasi eksploratori

INTRODUCTION

A central government is thought to be the single largest data repository or the biggest centralized place to store and maintain data. Heeks (2000) argued that the government of a nation-state stores data on various topics that is economically valuable to assist the citizens in order to improve their income-generation potential and also personally or socially valuable in improving the citizens or the community. It is further proposed that there are three viewpoints of the government when it comes to public sector data: a data that is considered as a private asset, data that is a public asset and data that is not an asset. A public sector data is considered as public asset when the data is considered as owned by everyone since it has been gathered about and from everyone. This signifies that citizens either as an individual or as the whole community is the generator and owner of the information, which is necessary for the government. Information about the community, their needs, potentials and resources are important for the development of the nation and country. However, the citizens often lack the capacity to understand their role in supplying the government with the necessary information needed to accelerate the development. The information from the community will only be gathered by the government when the government is able to provide a mechanism in which the citizens participate in the process of