

A STUDY ON MAIL MANAGEMENT OPTIMIZATION THROUGH THE SENAPATI APPLICATION IN ELECTION ORGANIZATIONS

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ABSTRACT

Effective and efficient mail management is an important aspect for the General Election Commission of the Republic of Indonesia (KPU) in carrying out its duties. This study aims to understand the effectiveness and sustainability of incoming and outgoing mail management through the Senapati system at the Depok City General Election Commissions. This study uses a qualitative method with data collection techniques through in-depth interviews, observations, and document analysis. Testing the validity of data using the source triangulation method. This study shows that the Senapati application has proven effective in increasing the effectiveness of incoming and outgoing mail management at the Depok City General Election Commissions. This is evidenced by the reduced time to process letters, increased accuracy of letter data, and increased user satisfaction. However, the sustainability of the Senapati application management still needs to be improved. This study contributes to providing an understanding of the effectiveness and sustainability of incoming and outgoing mail management through the Senapati system at the Depok City General Election Commissions.

Keyword: Effectiveness, Sustainability, Mail management, Senapati, General election commissions

ABSTRAK

Pengelolaan surat yang efektif dan efisien merupakan aspek penting bagi Komisi Pemilihan Umum Republik Indonesia (KPU) dalam menjalankan tugasnya. Penelitian ini bertujuan untuk memahami efektivitas dan keberlanjutan pengelolaan surat masuk dan surat keluar melalui sistem Senapati di KPU Kota Depok. Penelitian ini menggunakan metode kualitatif dengan teknik pengumpulan data melalui wawancara mendalam, observasi, dan analisis dokumen. Pengujian keabsahan data menggunakan metode triangulasi sumber. Penelitian ini menunjukkan bahwa aplikasi Senapati terbukti efektif dalam meningkatkan efektivitas pengelolaan surat masuk dan surat keluar di KPU Kota Depok. Hal ini dibuktikan dengan berkurangnya waktu untuk memproses surat, meningkatnya akurasi data surat, dan meningkatnya kepuasan pengguna. Namun, keberlanjutan pengelolaan aplikasi Senapati masih perlu ditingkatkan. Penelitian ini memberikan kontribusi dalam memberikan pemahaman tentang efektivitas dan keberlanjutan pengelolaan surat masuk dan surat keluar melalui sistem Senapati di KPU Kota Depok.

Kata kunci: Efektivitas, Keberlanjutan, Pengelolaan surat, senapati, Komisi Pemilihan Umum

INTRODUCTION

Mail management is an important aspect that influences productivity and communication activities in an organization, because smooth communication and correspondence greatly contribute to optimal organizational performance. Letters are delivered more effectively because the information conveyed is in accordance with the original source and there are no terms conveyed. In organizations, government letters function as a smooth implementation of communication for leaders in making or taking appropriate decisions in dealing with a problem.

Effective communication is paramount for any organization, especially government agencies. Traditionally, managing correspondence relied on paper-based letters, leading to several well-documented challenges. Studies by scholars like Wright et al. (2018) highlight slow processing times due to manual routing and approvals. Additionally, errors in data entry and handling, as identified by Xu et al. (2021) increased with paper-based systems. Furthermore, Wilson and Schwier (2010) emphasizes the difficulty of tracking communication progress with physical documents, hindering accountability.

The rapid advancements in Information and Communication Technology (ICT) have offered innovative solutions like e-government systems. These systems leverage technology to streamline administrative tasks and enhance communication efficiency. Research by Malodia et al. (2021) demonstrates the positive impact of e-government initiatives in promoting transparency and accountability within government institutions. Similarly, Alam and Siddique (2023) found a positive correlation between e-government adoption and improved public service delivery. These findings resonate with the performance promise of the Depok City General Election Commission (KPU) to leverage e-gov for efficient governance. Indonesia's commitment to e-government development is evident in its improved ranking from 88th to 77th in the 2022 E-Government survey (See Figure 1). This aligns with the national policy outlined in Presidential Instruction Number 3 of 2003 concerning National Policy and Strategy for e-Government Development.

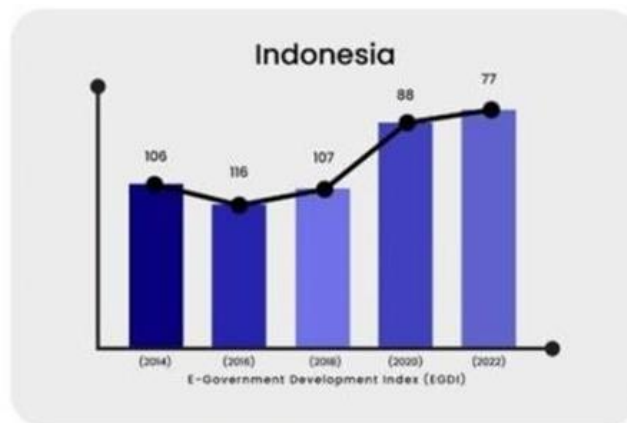


Figure 1. Indonesia's E-Government Progress

Source: aptika.kominfo.go.id

Innovation is needed regarding the management of correspondence, which is a way of communicating from an organization or government agency both internally and externally. The mechanism for managing letters that has been in place so far is starting with preparing the letter concept, submitting the letter concept, numbering and signing the letter, then ending with sending the letter by courier or work unit staff to other work units manually/conventionally. In sending it, there may be delays in the letter which will affect the information contained in the

letter, as well as the possibility of the letter being scattered on the way, which will certainly be very influential and detrimental.

While previous research has highlighted the potential benefits of e-government adoption (Indama, 2023), this study delves deeper into the practical implications of a specific application, the Senapati, within the unique context of Indonesian election organizations. By employing a qualitative case study approach, this research offers a nuanced understanding of how this digital tool is perceived and used by election officials. This study contributes to the growing body of literature on e-government implementation by providing a detailed evaluation of the Senapati application and offering insights into its effectiveness and sustainability. The findings of this study can inform the development of similar applications in other organizations and contribute to the ongoing discourse on the role of technology in enhancing public administration. Therefore, this study aims to understand the effectiveness and sustainability of managing incoming and outgoing mail through the Senapati system in election organizations.

LITERATURE REVIEW

Effectiveness

Effectiveness, a cornerstone of organizational performance, refers to the degree to which an organization achieves its predetermined goals and objectives (Zafar, 2018), it is distinct from efficiency, which focuses on resource optimization. According to Ambia (2018) effectiveness is about achieving desired results, aligning actions with organizational targets. Agris in Linda (2013) adds that it involves balancing goal attainment with the optimal use of human and organizational capabilities.

In the context of mail management, effectiveness can be measured by the extent to which the system supports the organization's core functions, such as timely document delivery, accurate information dissemination, and compliance with legal and regulatory requirements. Research by Letmathe and Noll (2024) has demonstrated that effective mail management systems contribute to improved organizational performance, enhanced decision-making, and increased stakeholder satisfaction.

For election organizations, the effectiveness of mail management is particularly critical due to the time-sensitive nature of electoral processes. Delays in correspondence can have significant implications for the electoral cycle. Therefore, the Senapati application must be evaluated in terms of its ability to meet the specific needs of election management, such as handling high volumes of mail, ensuring secure document transfer, and facilitating efficient communication among stakeholders.

Based on the understanding of several theories above, In essence, the more plans that are successfully realized, the greater the effectiveness of the undertaken activity. This translates to effectiveness also signifying the level of success achieved through a specific method or effort, relative to the predetermined goals. From a broader perspective, effectiveness refers to a system or process's ability to attain pre-established goals in the most optimal way possible. Within the context of Depok City General Election Commissions mail management system, effectiveness encompasses several crucial aspects that need to be evaluated. By assessing these various dimensions, we can determine the extent to which the implemented system delivers the desired outcomes.

Sustainability

Sustainability is a concept that includes managing human resources and activities in a way that allows the needs of the current generation to be met without compromising the ability of future generations to meet their own needs. Sustainability is closely related to efforts to create a balance between economic, social and environmental dimensions (Tarigan & Samuel,

2015). So that corporate sustainability becomes an important issue for long-term sustainable development in the economic, social and environmental fields.

In the realm of organizations, sustainability has emerged as a strategic imperative. It is no longer merely a corporate social responsibility initiative but a core business strategy. As organizations increasingly rely on information systems to support their operations, the concept of sustainability has extended to this domain. Seuring and Müller (2008) define information systems sustainability as the long-term viability, adaptability, and positive impact of technology-enabled processes. This implies that information systems should not only be efficient and effective but also contribute to the overall sustainability of the organization and society. The application of sustainability principles to mail management is a relatively new area of research. However, it is a critical one, given the environmental impact of paper consumption, the social implications of mail delivery, and the economic costs associated with inefficient mail handling. A sustainable mail management system should optimize resource utilization, minimize waste, and ensure equitable access to mail services (Xu et al., 2021). Moreover, it should be adaptable to changing technological, regulatory, and organizational environments.

Letter

Letters have historically served as a primary mode of formal communication, both within and between organizations. They have evolved from handwritten documents to digital formats, but their fundamental purpose of conveying information and facilitating interactions remains constant. As defined by Barthos (2013) a letter is a written communication tool exchanged between parties to convey information. This broad definition encompasses various forms, including formal correspondence, business letters, and electronic messages.

In organizational settings, letters play a crucial role in information exchange, decision-making, and record-keeping. They can be classified as internal or external, depending on the recipient. Internal letters facilitate communication among employees, while external letters serve as a liaison between the organization and its stakeholders (Ritonga, 2023). The advent of digital communication technologies has significantly impacted the use of letters. While electronic communication has become prevalent, traditional letter formats still hold value in certain contexts. For instance, legal and administrative documents often require physical copies, and some individuals prefer the formality and permanence associated with paper-based correspondence. [Insert relevant studies on the impact of digital communication on letter writing practices] In the context of mail management, letters represent a significant volume of documents that require efficient handling and

Mail Management

Managing office letters is the most important activity in the office. This is because the letter contains important information for the organization. In mail management, it is first divided into two types, namely incoming mail and outgoing mail. Hariadi (2021) explains the meaning "Incoming letter is a letter that enters an agency or company or part of an agency or company, originating from another agency or company or from another part of the same agency or company." Meanwhile, Ridha (2023) explains the meaning "Outgoing letter is a letter sent by an agency or company or from a part of that agency or company, which is addressed to another agency or company or to another part of the same agency or company. "

The aim of mail management is so that letters can reach interested parties quickly, precisely, safely and at the lowest possible cost. According to Martono in Debora and Fanida (2016) explains that the aim of managing incoming mail is so that incoming letters can reach their destination quickly, precisely and completely. Meanwhile, the aim of managing outgoing

mail is to achieve speed in delivering letters to the intended party. This speed really depends on the speed and accuracy of the preparation from drafting the letter to delivery.

Senapati

Senapati is an application created by the Depok City General Election Commission to handle the management of incoming and outgoing letters. The Senapati Application (Evaluation System, Controlling, Performance Implementation and Agency Work Procedures) is an application used in organizing document or letter archive storage. Apart from storing letters or documents, this application can also be used for distributing letters, but only specifically within the City General Election Commission environment, Depok. This Senapati application is an application program created for the Depok City General Election Commission, especially for the General Secretariat work unit. This application is used to optimize the storage and management of correspondence at the Depok City General Election Commission Office.



Figure 2. Senapati Application

Source: <https://aula-kotadepok.kpu.go.id/>

METHOD

In this research, researchers used qualitative research methods with a qualitative descriptive approach. Qualitative research method is a research method used to examine the condition of natural objects. Qualitative research methods are used to research the conditions of natural objects, where the researcher is the key instrument, data collection techniques are carried out using triangulation (combination), data analysis is inductive, and qualitative research results emphasize meaning rather than generalization (Sugiyono, 2018)

According to Bogdan and Biklen in Sugiyono (2018) the descriptive qualitative research method is collecting data in the form of words or pictures, so it does not emphasize numbers. The data collected after analysis is then described so that it is easy for other people to understand. Descriptive research is research designed to obtain information about the status of a symptom at the time the research was conducted.

This research approach was chosen because the researcher wanted to solve the problem by describing the condition of the research object based on existing facts and described in the form of words and language obtained from observation, interviews and documentation. Through descriptive qualitative research, the researcher intends to describe events or phenomena according to what happens in the field, as well as the resulting data in the form of written or spoken words from people and observed behavior related to the effectiveness and sustainability of implementing the Senapati application in managing letters, incoming and outgoing letters at the Depok City General Election Commission Office.

The research participants were selected purposively from the Depok City General Election Commission Office. The research participants included three key informants purposively selected based on their roles within the General Election Commission; Secretary, Technical staff, Administrative staff. These individuals were chosen due to their direct involvement in mail management processes and their familiarity with the Senapati application.

Data collection techniques are the core of conducting research, considering that the main objective is to obtain data. In the context of qualitative research, the data collection process can be carried out in a natural environment, utilizing both primary and secondary data sources, and applying a variety of methods. The various data collection techniques used involve observation, interviews and documentation.

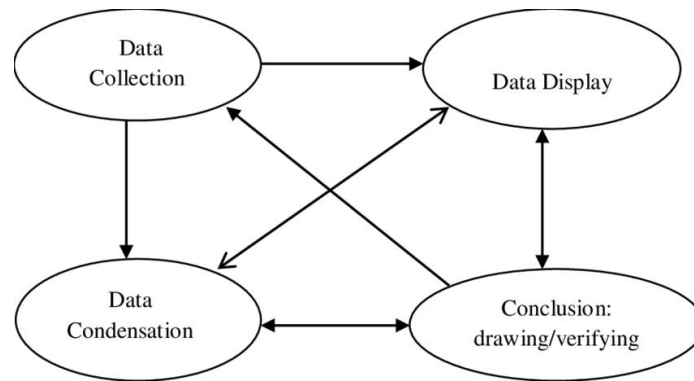


Figure 3. Miles and Huberman model of qualitative data management

Source: Miles et al. (2014)

The research prioritized ensuring the accuracy and comprehensiveness of its data by employing a technique called triangulation. In the realm of data collection, triangulation refers to the practice of combining multiple methods and sources of information. For this study, the researchers implemented source triangulation. This involved conducting interviews, observations, and document reviews directly with the Depok City General Election Commission Office. By gathering data from various angles, the research aimed to achieve greater consistency, completeness, and ultimately, greater confidence in the validity of the findings. As shown in Figure 3, the data analysis in this study followed the procedures recommended by Miles and Huberman (2014).

RESULTS AND DISCUSSION

Results

In carrying out its duties, the Depok City General Election Commission produces and receives various letters, both internal and external. To manage these letters, the Depok City KPU has a structured and systematic letter management application. Before using the application, the Depok City General Election Commission used a paper-based manual mail management system. This system has several shortcomings and weaknesses, including: (a) Less efficient: The process of managing letters takes a long time and is manual, starting from receiving, distributing, to storing. (b) Inaccurate: There is a risk that letter data will be inaccurate or lost due to human error in the recording and storage process. (c) Less secure: The security of mail data is not guaranteed because it is stored manually and is easily accessed by unauthorized parties. (d) Difficult to find: Finding the required letter takes a long time because the storage system is not well organized.

These weaknesses prompted the Depok City General Election Commission to switch to using electronic mail management applications such as Senapati. The Depok City General Election Commission letter management application system includes: (a) Recording and Data Collection of Letters: Every incoming and outgoing letter is recorded and recorded in the information system. (b) Classification and Distribution of Letters: Letters are classified based on their type, purpose and level of importance. The letter is then distributed to the relevant work units. (c) Letter Storage: Letters are stored neatly and safely in archives. (d) Mail Delivery: Letters are delivered to the intended party in a safe and timely manner. The Depok City General Election Commission also uses information technology to support mail management. The use of information technology allows the Depok City General Election Commission to, increase the efficiency and effectiveness of mail management, improve the quality of services to the community and then ensure the security and confidentiality of letters. Good mail management at the Depok City General Election Commission is very important to support the smooth running of the Depok City General Election Commission duties and functions in holding democratic, honest and fair general elections. The effectiveness of using the Senapati application as a system for managing letters is measured by the following indicators:

Time Efficiency

Time efficiency is the ability to complete a job in the shortest possible time with optimal results. Time efficiency helps to do important things every working hour. This is quoted from research Gea (2014) Experts have different definitions and emphases on time efficiency, but in general they agree that this is related to making maximum use of time, avoiding wasting time, and completing work in a structured and planned manner. The time efficiency of using the Senapati application obtained by researchers during interviews is as follows:

YJB informant "Before using the Senapati application, the Depok City KPU used a manual system to manage incoming and outgoing letters, incoming letters and outgoing letters, officials recorded them in a ledger and stored in a filing cabinet, so it took a long time to manage, not yet Moreover, the letter can be tucked away together with other documents so it will take more time to look for it, now with the Senapati Application, it is very helpful in minimizing the obstacles that occur so it is useful for saving time"

MNI informant: "The process of managing letters at the Depok City KPU, the Senapati application is helpful, sis, because the application is quite easy, because for outgoing letters there is already its own format so you just have to change the contents according to the purpose of the letter and for incoming letters you can also see it from the notification so We only check periodically if any mail comes in and it can be processed immediately."

SB informant: "As administrative staff at the Depok KPU, I feel helped by this application because it makes my job easier as an admin who is on standby in the Senapati application, this application is connected to Microsoft Word, so if there is an outgoing letter that needs to be made, it has its own format and if you click it, it will go straight to Word and there is already a letterhead, so you just have to change the contents of the letter, starting from the number, subject, contents of the letter and so on. So it saves me time to manage the letter"

Based on these statements, it can be concluded that using the Senapati application makes it easier for each staff member to manage mail at the Depok City General Election

Commission, so in terms of time efficiency, the Senapati application is good enough to be used as a mail management system.

Data Security

Data security is an important issue in using mail management applications. Users need to ensure that their sensitive data is protected from unauthorized access, data leaks and cyberattacks. According to Matondang et al. (2018) data security refers to processes and methodologies designed and implemented to protect electronic or other forms of confidential information, personal information and sensitive data from unauthorized access, misuse, disclosure, destruction and modifications and disruptions. In terms of data security, the data obtained by researchers from informants is as follows:

YJB informant "In terms of security, if you want to log in to the Senapati application, users must enter the email and password that have been registered with the Depok City KPU, so not just anyone can access the application, an OTP code is also required to access this application"

MNI informant: "Security itself is quite good, sis, because a valid email and password is required to access this application, so in terms of data security it depends on each individual. If you want to leak data, there will definitely be legal consequences that apply"

SB informant: "Data security is guaranteed in this application because only a limited number of people can access this application, not all employees or other people are given access, only those who manage mail are allowed to enter this application"

Based on these statements, it can be concluded that data security in the Senapati application is quite good in terms of the system, but in terms of Human Resources (HR) it depends on each individual, if anyone violates it there will be clear legal consequences.

Ease of Use

Based on data collection, the informant found it easy to apply Senapati, but the weakness is that there is no significant tone from the Senapati application notification if there is an incoming letter, so you have to check it regularly. If judged from the statements of the informants, then in terms of effectiveness the Senapati application is considered quite effective in its use, because the Senapati application helps them complete their tasks more quickly and this application is also easy to learn and use. The informant's statement above is said to be in accordance with previous research Akbar et al. (2011) which stated that an application is considered effective if it meets several indicators such as time efficiency, user friendliness, and information security. This is supported by the following interview results.

YJB informant "When it was first proposed to create this application, the Depok KPU looked for vendors who were experts in their field so that the things we wanted for this application were in accordance with our wishes, including in terms of ease of accessing this application, starting from a simple but simple design. contains complete information, written instructions that can be read clearly, and you can judge for yourself when you access this application, it won't take long for you to learn straight away."

MNI informant: "Using the Senapati application is not too difficult because the things needed are already provided, such as letter templates, if there is incoming mail it has also been grouped automatically, whether it is ordinary mail, important

mail etc. but disposition cannot be done automatically. automatically must be checked and changed manually first”

SB informant: "The application is quite easy because the application design is made simply, but when there is an incoming letter there is no notification like on WhatsApp, on WhatsApp, if there is an incoming message, it sounds yes, but in this application it doesn't work. I have to be on standby all the time to see whether there is an incoming letter or not."

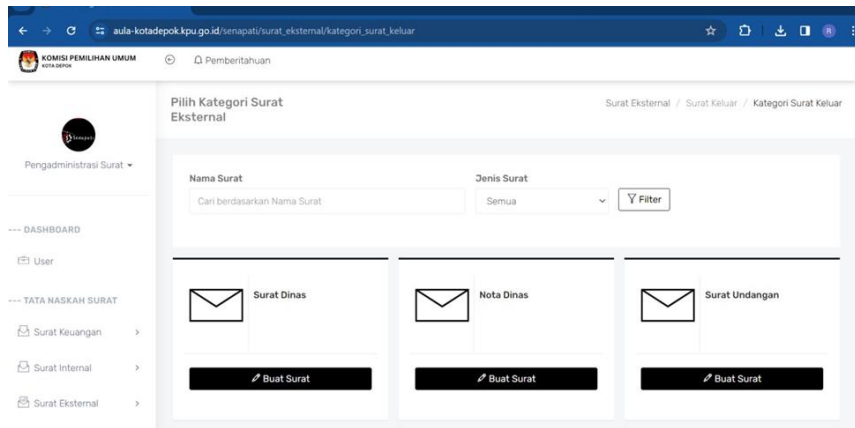


Figure 4. Senapati Display Review

Source: <https://aula-kotadepok.kpu.go.id/>

An application is declared to be able to be used in the long term or is sustainable if the user feels the benefits of using it (Hustia, 2020) The sustainability of managing incoming and outgoing mail through the Senapati application is assessed in terms of user satisfaction. The results of interviews conducted by researchers produced the following data:

YJB informant "In this case, I believe that this application can continue to be used for the long term, judging from the benefits obtained when using this application compared to managing letters manually, nowadays it is the age of technology so we should also take advantage of this development for other things. which is positive and useful, in this case it can be realized by allocating an adequate budget for the development and maintenance of this application because the Senapati application really helps us to complete this correspondence."

MNI informant: "Since this application has been integrated with Microsoft Word, I think this is a good thing for the future because letters aren't just 1 or 2 letters, so this application really helps us to process letters so that using them will continue to be useful for a long period of time. old, but as time goes by technology becomes more sophisticated so we will continue to innovate to develop this application so that it can be used optimally."

SB informant: "Nowadays we are very close to technology, whatever the internet, whatever applications, so with this application we hope it can be useful for a long period of time, not only hope but we are also trying to maintain this application so that it continues to be useful"

It can be interpreted that all informants felt the benefits of using the Senapati application as a mail management application at the Depok City General Election

Commission, therefore the user satisfaction indicators were met. The Senapati application used by employees can be seen in Figure 4.

Discussion

Effectiveness of Mail Management Through the Senapati Application

In a study, effectiveness is often assessed based on several key indicators. The Senapati application studied in this research, its effectiveness indicators include three main factors: time efficiency, data security, and ease of use. Time efficiency refers to an application's ability to reduce the time required to carry out administrative processes, such as managing incoming and outgoing mail. Data security emphasizes the protection of sensitive and important information in the use of an application, while ease of use includes the extent to which an application can be accessed and used intuitively by users.

Research by Naufal et al. (2024) has shown that an application can be considered effective if it succeeds in fulfilling these three factors optimally. Thus, the Senapati application which is analyzed in the context of increasing the effectiveness of administrative management at the General Election Commission (KPU) is a relevant study in understanding how information technology can make a significant contribution to improving the performance of government agencies.

Data collected from this research reveals that the use of the Senapati application has brought significant positive changes within the KPU's administrative scope. One clear example of increased effectiveness is the reduction in time required for mail management, which simultaneously increases the accuracy and structure of data. In this context, the Senapati application not only functions as a tool to automate routine processes, but also as a means to increase responsiveness and efficiency in public services.

The findings of this research are in line with the results that have been expressed in related literature, such as those discussed in journals discussing the application of information technology in public administration. For example, research by AlMulhim (2023) highlights that the use of information technology in administration can increase operational efficiency and responsiveness in meeting community needs more quickly and effectively. The ongoing digital transformation in various government agencies, as recorded in research Setyasih (2023), also emphasizes the importance of technology integration to improve overall administrative governance.

By considering the empirical evidence collected, it can be concluded that the Senapati application has been proven effective in the context of managing incoming and outgoing mail at the KPU. More than just a technological tool, this application is an important marker in the evolution of public administration towards the use of information technology that is more efficient and responsive to the needs of society. In doing so, this research not only provides insight into how effectiveness can be improved through technology, but also encourages positive change in public administration practice more broadly. Based on research results, the Senapati application has proven effective in improving the management of incoming and outgoing letters at the Depok City General Election Commission. This is proven by several data and information obtained from informants.

Sustainability of Mail Management via the Senapati Application

An application is declared to be able to be used in the long term or is sustainable if the user feels the benefits of using it (Naufal et al., 2024). The sustainability of managing incoming and outgoing mail through the Senapati application is assessed in terms of user satisfaction. The results of interviews conducted by researchers produced the following data. The Senapati application is used to manage incoming and outgoing letters at the Depok City General Election Commission. Based on the results of interviews with users, the research found that all

informants felt the benefits of using this application. Benefits perceived by users include efficiency in handling letters, increased speed of response to requests, and increased transparency in the administration process (Ridha, 2023).

In the context of the Senapati application, this theory can be applied by analyzing how far this application meets user needs and expectations in the long term (Wiwesa, 2021). The main success indicator of sustainable usability is user satisfaction. In this research, user satisfaction is related to efficiency in daily work, ease of access to information, and the level of application reliability in managing incoming and outgoing mail. Davis (1989) theory of the Technology Acceptance Model (TAM) can be used to explain how users' perceptions of usability and perceived usefulness influence their satisfaction with the Senapati application.

Implementing the Senapati application not only provides direct benefits in managing incoming and outgoing mail, but also has a wider impact on bureaucratic efficiency and accountability of public agencies. Institutional Theory Meyer and Rowan in Wibowo and Handika (2017) can be used to explain how the adoption of technology such as the Senapati application can form new norms and values in public administration practices in environments such as the Depok City General Election Commission. The sustainability of the Senapati application must also be evaluated in the long term to ensure that the benefits experienced by users remain relevant over time. The theory from Nofita and Sebastian (2022) regarding the Extended Technology Acceptance Model (TAM2) provides a basis for evaluating the factors that influence technology adoption and its sustainability in organizational contexts such as the General Election Commission.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the results of analysis, several conclusions that can be drawn are as follows, mail management via the Senapati application is already running effectively, this was obtained from research data which stated that interview informants felt the benefits of the application's effectiveness as assessed by time efficiency, data security and ease of use. The use of the Senapati application is also considered to be sustainable because the level of user satisfaction is considered good. There are obstacles faced in managing letters using the Senapati application to manage archives, including the application cannot be accessed via cellphone, there is no notification tone, and there is no separate archive feature. So the application must continue to be developed. Efforts made to overcome these obstacles are to continue to innovate and develop applications, but this has not been realized in the near future due to the limited budget for maintenance of the Senapati application.

Recommendation

Based on the results, conclusions, and limitations of the research previously explained, recommendations for further research are: Future researchers are expected to be able to conduct research related to mail management through applications in private companies or other government agencies, so that it will increase knowledge and knowledge in mail management. Future researchers are expected to be able to conduct research in the field of mail management through applications with more informants than previous researchers in order to obtain more accurate research results. Future researchers are expected to be able to conduct research with more planned time so as to obtain more in-depth research results

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