

ABSTRACT

ANALYSIS OF PERFORMANCE AND QUALITY OF CONTENT ON VILLAGE WEBSITE (CASE STUDY: MELUNG VILLAGE & DERMAJI VILLAGE)

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In the current era, information and communication technology is widely utilized by society. One of the applications of technology is the use of websites. Presidential Instruction Number 3 of 2003 states that the implementation of government functions can utilize information and communication technology. Melung Village and Dermaji Village have utilized websites as part of the implementation of E-Government to achieve public transparency. However, both websites have some inconsistencies with government regulations, such as the failure to display national identity. Additionally, public transparency aspects like Village Budgets are not uploaded periodically. This research aims to compare the performance and evaluate the content quality of the websites of Melung Village and Dermaji Village by the Ministry of Communication and Informatics Regulation of the Republic of Indonesia in 2017 on the Implementation of Government Agency Portals and Websites. The purpose of this research is to determine the performance and feasibility of both websites. The performance of the websites will be observed for 30 days using GTMetrix and Ahrefs tools. To determine the comparison, an Independent Sample T-Test or Mann-Whitney method will be used. Meanwhile, the content quality will be assessed by three experts in the field of technology. Based on the Independent Sample T-Test for the performance variables, a significance value of 0.2075 was obtained, indicating a significant difference. In the Mann-Whitney test, the loading time variable obtained a significance value of 0.287, indicating no significant difference, while the page size, page request, broken link, backlink, and web traffic variables had a significance value of 0.000, indicating a significant difference. As for content quality, the Dermaji Village website outperformed with an average score of 2.332 compared to the Melung Village website, which obtained an average score of 2.237.

Keywords: *E-Government, village website, performance, Independent Sample T Test, Mann Whitney*