

**ABSTRAK**

**PERANAN E-GOVERNMENT DALAM PELAYANAN PUBLIK DI PT.  
ASABRI (PERSERO) KANTOR CABANG BANDUNG DIMASA PANDEMI  
COVID-19**

Perkembangan teknologi yang semakin canggih menuntut pemerintah memberikan pelayanan tidak terpaku pada cara tradisional, apalagi disaat Pandemi Covid-19 ini menuntut semua orang untuk tidak beraktivitas diluar rumah. Sama seperti pemerintah dan BUMN lain, PT. ASABRI (Persero) sudah menerapkan *e-government* untuk meningkatkan kinerja pegawai dan perusahaan. Terdapat beberapa aplikasi dan website yang diciptakan dan digunakan guna menerapkan pelayanan, melalui *e-government* pula peningkatan pelayanan publik dapat terwujud agar tetap menjaga kepercayaan peserta ditengah pandemi saat ini

Dalam penelitian ini, peneliti menggunakan metode penelitian Deskriptif yaitu metode pembahasan dengan menggambarkan dan menjelaskan secara sistematis, faktual, dan akurat mengenai objek yang diteliti. Data yang dikumpulkan melalui cara Penelitian Observasi (*Observation*) dan Wawancara.

Hasil penelitian mengenai Penerapan *e-government* dalam meningkatkan pelayanan pada PT. ASABRI (PERSERO) Bandung selama masa Pandemi Covid-19 mengoptimalkan layanan saat pandemi membawa perubahan penting dari mulai tampilan, fungsi, penambahan fitur dan hadirnya versi ios. Dengan adanya penerapan *e-government* diharapkan mampu memberikan pengalaman layanan yang semakin mudah, cepat dan praktis.

Kata kunci : *e-government*, pelayanan publik, dan Pandemi Covid-19

## **ABSTRACT**

### **THE ROLE OF E-GOVERNMENT IN PUBLIC SERVICES IN PT. ASABRI (PERSERO) BANDUNG BRANCH OFFICE DURING THE COVID-19 PANDEMIC**

*The development of increasingly sophisticated technology requires the government to provide services not relying on traditional methods, especially when the Covid-19 pandemic requires everyone not to move outside the home. Just like the government and other SOEs, PT. ASABRI (Persero) has implemented e-government to improve employee and company performance. There are several applications and websites that were created and used to implement services, through e-government as well as improving public services can be realized in order to maintain the trust of participants in the midst of the current pandemic.*

*In this study, researchers used descriptive research methods, namely the discussion method by describing and explaining systematically, factual, and accurate about the object under study. Data were collected through observational research and interviews.*

*The results of research on the application of e-government in improving services at PT. ASABRI (PERSERO) Bandung during the Covid-19 Pandemic optimized services when the pandemic brought important changes from appearance, function, feature additions and the presence of the ios version. With the implementation of e-government, it is expected to be able to provide an easier, faster and more practical service experience.*

*Keywords : e-government, public services, and the Covid-19 pandemic*