

Implementation of Peruri Portal to Enhance Corporate Administrative Effectiveness

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ABSTRACT

The Peruri Portal is an application designed to support corporate administrative activities at Perum Percetakan Uang Republik Indonesia (PERURI), the Indonesian state-owned printing company. This study evaluates the effectiveness of the Peruri Portal in enhancing corporate administrative efficiency. The findings indicate that the Peruri Portal has contributed to improving administrative effectiveness. However, there remain some issues that require improvement, such as the document management system not functioning as expected. This study provides recommendations for enhancing the Peruri Portal's effectiveness through the development of a better document management system. The results of this study show that: The implementation of the digital correspondence system on the Peruri Portal at PT Peruri has facilitated internal and external administrative communication. However, this system still needs improvement as it does not yet allow direct letter creation in a format that complies with company guidelines and then about the development of the Peruri Portal application for the correspondence process at PT Peruri shows positive progress. This is evidenced by the factual data on application development in terms of following the times which has been realized as an integrated solution for administrative and public relations activities of the company and the Peruri Portal has the potential to be an effective and efficient digital correspondence platform. However, there are still some problems that need to be addressed, such as excessive security systems, unstable internet networks, and suboptimal application features.

Keyword : administrative; system digital; correspondances

1. Introduction

Effective corporate administration is crucial for organizational success. It facilitates efficient operations, reduces costs, and enhances employee productivity. In recent years, technology has played an increasingly important role in streamlining administrative processes. The Peruri Portal is one such example, designed to support various administrative tasks at PERURI. In the context of globalization and the government's E-Government program efforts in utilizing information technology in the process of electronic governance, E-Government can enhance the efficiency, effectiveness, transparency, and accountability of governance to develop electronicbased governance in order to enhance productivity and the quality of public services effectively and efficiently. In E-Government, there is a software known as Electronic Office (E-Office) to support administrative activities (Gusman, 2023).

Digital correspondence plays a role in managing official documents digitally through a webbased application, utilizing information and communication technology for speed and ease in decision-making processes (Mustaking, 2024). Company administration is a reference for carrying out the tasks and functions of various activities in Peruri. The work application at the State Printing Company has been regulated and managed within an application formed and designed by the company unit responsible for digitalization. According to (Utha, 2023), the digital official correspondence management information system application is designed and created to manage official documents digitally using legal information and communication technology.

2. Literature Review

Based on previous research, the researcher found relevant studies related to the topic under investigation, which can strengthen this research. In the study "Application of Electronic Letter Administration System with the title 'Development of Electronic Letter Administration System Application (Simpanse) Diskominfo Kabupaten Malang' by (Meilanawati, 2021), the research results have led to the design of an electronic letter administration system that can efficiently store data and be accessed as needed. "Further research on Electronic-Based Correspondence by Puput Hartanti titled Handling Electronic-Based Correspondence at PT Bhanda GharaReksa, the research results indicate that the correspondence application facilitates users in managing incoming and outgoing letters more efficiently. This can reduce the time required to create and send letters. Users can also access and manage incoming and outgoing letters from various locations as long as they are connected to the internet, without having to be continuously present in the office (Hartanti, 2021). Then, the subsequent research titled Handling Incoming Mail with Dropbox Application for Internal Communication Effectiveness in the Digital Era, the research results state that the transition from manual to computerized distribution processes using applications brings convenience to the work of secretaries and other employees and can be accessed anytime and anywhere by any department that has received directives or instructions from the leadership (Rochmah, 2020).

3. Material and Method 3.1

Research Center

Researchers conducted this study at the Perum Percetakan Uang Republik Indonesia (PERURI). PERURI is a state-owned enterprise located on Jl. Palatehan, Melawai, Kby. Baru, DKI Jakarta.

3.2 Research Timeline

The research was conducted by the Researcher from October 2023 until it was completed. The Researcher chose this time period because it was considered the most effective, making it easier for the Researcher to conduct the research, which was supported by the fact that the employees' work schedule was no longer in real time, making it much easier for the Researcher to conduct observation and interview activities.

3.3 Research Design

This research employs a qualitative approach to facilitate data collection by the Researcher. In the qualitative approach, research is not solely based on and focused on research variables, as the phenomenon under study is holistic, comprehensive, transparent, and interrelated. All situations encompassing the aspects of place, actors, and activities become the focus of this research. The qualitative approach aims to broaden and deepen existing theories, even to the possibility of discovering new theories based on updated research with guidelines from previous research.

3.4 Data Source

The Researcher conducted this research using data collection methods and interviews with the population of employees in the Corporate Secretariat Branding unit who work at the head office of Perum Percetakan Uang Negara Indonesia. Data sources were obtained by interviewing informants who were bound to the research object, so that the research could be observed directly, complemented by research questions and research documentation.

3.5 Data Analysis

Data analysis is an activity in the process of transforming research data into information that can be used by researchers to make decisions based on the information obtained through data collection and presentation. In the qualitative method, specifically the use of data analysis, (Miles and Huberman 1994) state that data analysis can be carried out by presenting two main models in the analysis process, namely: first, the flow analysis model where the three analysis components (data reduction, data presentation, drawing conclusions, and verification) are carried out in an intertwined manner with the data collection process and run concurrently, and the second interaction analysis model, where the data reduction and data presentation components are carried out simultaneously with the data collection process. Data analysis in qualitative research consists of: (1) data

collection, (2) data reduction, (3) data presentation, (4) drawing conclusions and verification. The data analysis carried out by the Researcher in this study uses qualitative data analysis.

4. Result

Despite regulations, the implementation of correspondence procedures at Peruri is still perceived as not being able to adapt to the latest developments in correspondence procedures. This is due to a lack of adequate understanding and compliance, for various reasons. Integration in correspondence procedures at Peruri is very important to support the smooth flow of written communication in Peruri's operations. Participants shared their understanding of using the Peruri Portal application for correspondence processes. Based on their work experience using web-based applications in administrative activities, they provided information related to the use, management, and creation of digital letters on the application. They also shared their experiences in managing correspondence administration using the Peruri Portal application. In the interviews, participants stated that the Peruri Portal application provides benefits to employees through digital administration programs. The results of interviews and observations regarding the use of the Peruri Portal application in the correspondence process show that this application optimizes work efficiency and performance. The implementation process on the Peruri Portal is considered a system that has undergone development and implementation in line with the initial goal of digitalizing administration, so that company administration activities run smoothly and in accordance with procedures. However, some features need to be added or optimized to achieve this goal more effectively.

The Peruri Portal application paves the way for a new era of more efficient correspondence management. With its cutting-edge technology and innovative features, the Peruri Portal revolutionizes the way we handle correspondence to support careers in corporate administrative activities. In its implementation, the Peruri Portal has achieved the expected performance. However, according to the four informants interviewed, there is a need to improve features such as creating letters directly on the Portal without a third-party platform and a letter search feature. Meanwhile, for development, the Peruri Portal has adapted to the times with an administrative system that covers not only correspondence but also other administrative activities such as financial invoices, office memoranda, and principle permits.

5. Discussion

The implementation of the Peruri Portal in official correspondence has been quite reliable for day-to-day activities in the company's administrative section. Although some features need to be optimized, the Peruri Portal has become an important part that is in line with the company's digital standards. Certainly, this is in line with the research statement that administration has become faster with digitalization and does not take long to reach the intended destination (Nata, 2022). Office digitalization has brought modernization to office administration services (Nuryadi, 2023). Based on the statements above, the implementation of the administrative system service at this time has resulted in an optimal system with increased work productivity and more accurate and real-time information services. Research on the development of the

Peruri Portal application for the correspondence process at Perum Peruri shows positive progress. However, some employees still face obstacles in using it. In the interviews, the Researcher conducted a survey using a questionnaire that had been prepared. According to the informants who the Researcher interviewed, the development of the Portal application has produced factual data regarding the application's development. The existence of a digital application in the implementation of administrative work helps the work process become more effective. This is reinforced by referring to previous research according to (Choirinisa, 2022) In the face of the digital era, companies must improve the technological skills of Human Resources (HR) so that they are able to utilize technology optimally for work needs and avoid being left behind.

6. Conclusion, Implication, and Recommendation

Conclusion : The implementation of the digital correspondence system on the Peruri Portal at Perum Peruri has facilitated internal and external administrative communication. However, this system still requires improvement as it does not yet allow direct letter creation in a format that complies with the company's guidelines. Furthermore, the development of the Peruri Portal application for the correspondence process at Perum Peruri shows positive progress. This is evidenced by the existence of factual data regarding the development of the application in terms of following the times, which has been realized as an integrated solution for corporate administration and public relations activities. This platform allows for collaboration between the two fields simultaneously, and the Peruri Portal has the potential to become an effective and efficient digital correspondence platform. However, there are still some problems that need to be addressed, such as excessive security systems, unstable internet networks, and suboptimal application features.

Implication : The development of the Peruri Portal application system has reached the system infrastructure that applies one platform as a medium for administrative activities and public relations media. These findings can be used as one of the guidelines for other companies to be able to create or create a good management system by following the times, The implementation of the correspondence flow on the Peruri Portal is still not optimal in creating direct letters on the system. In the future, the company should be able to improve incomplete features regarding correspondence within a certain period of time, The complex and excessive security mechanism of the Peruri Portal slows down the login and logout process, even though using the same password for login and logout is sufficient to secure the account.

Recommendation : Since the research was only conducted on one company, it is recommended that future research be conducted on other companies or more than one company. This research was only conducted in one location where the company is a state-owned company. Future research can be conducted on private companies or other institutions to produce more varied research, Qualitative research methods are difficult to obtain replicable findings. It is recommended to use quantitative methods in future research to obtain measurable, objective, and repeatable findings, which will allow for generalization to a wider population, The research only focused on one analysis objective regarding the correspondence management in the digital

administration system. It is recommended for future research to analyze other problems in the administration system, not only in correspondence. This will lead to the identification of administration application systems that can be used and created by other companies as a consideration or guideline in creating and implementing a feasible and efficient digital administration system.

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