

Model of Service Development for the Performance of the Percut Sei Tuan Village Apparatus with E-Computing

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Abstract: This paper analyzes the best model for service by e-computing for village apparatus with a case study: Percut Sei Tuan. The problem in this research is the potential way to get the fastest public service by technology. The data used is primary data that have been obtained for the actors concerned. There is a transfer in the form of qualitative data into quantitative measurement techniques reference instrument activities. From the results of this study indicate that the need for technology must be the best strategy to provide the best one as well as the best coaching system in getting the best public awareness.

1 INTRODUCTION

Social economic development is one of the best thing to get the results of high quality empowerment. Measurable results can be said how the balance that happens in the market of goods. The emerging competitive pattern can be seen in the Asean Economic Community (AEC).

Domestic market must also be thought to be a new business movement takes the circumstances at the time of the AEC. If it had been initiated in the Money Market (Capital Market) need to think about to become a player in going international with a good financial result (Dilham and Putra, 2016).

The data can represent the market penetration for Tembung is mostly in the field of trade that shows 175 places for business action such as 20 restaurants, 21 small restaurants, 104 shops (Central Bureau of Statistics, 2017).

Business success is made up by good communication in implementing business action. It must have a concept through customer based. It must certainly look at the deepest willingness by consumers such as the labelling performance. (Syarifah and Putra, 2017).

The best way to get the effects of the market mentality, a more suggestion in Social Entrepreneurship is required to introduce the marketplace as a local focus. (Dian and Putra, 2017).

Existing social issues include the presence of vulnerable groups, the potential available from

natural resources and human resources, financial, infrastructure, social capital (Putra and Dilham, 2017).

The innovation of the best brand products can make a diversified ones and has a high business value when competing on business. It comes to the business sector to make every community in Asahan regency becomes cracker mind (reformer) (Malawat and Putra, 2018).

From the concept of social entrepreneurship, vulnerable groups, the potential available from the innovation of natural resources from existing products that will create a diversified product for the business sector for service development progress that is a growing industry, it should be thought for the development occur and the best recommendations for social economic development.

The measure of the success of the of socio economic mapping program in the empowerment program that promotes moral values by taking into account the needs of society on social economic aspects of society continuously. Based on the fact mentioned, the researchers want to know what the things are becoming the needs of the surrounding community and the potential of any resources in human capital and empowerment ability contained in the surrounding environment for village apparatus with e-computing (Dilham and Putra, 2017).

Based on data explained with rapid development of the trade sector in Percut Sei Tuan, researchers are interested in taking some phenomena to consider service development in Percut Sei Tuan from the

Program implemented with e-computing in Village Apparatus with the title "Model Of Service Development For The Performance Of The Percut Sei Tuan Village Apparatus With E-Computing". The main issues that will be focused are the model resulted for e-computing for village apparatus in Percut Sei Tuan.

2 LITERATURE REVIEW

2.1 Human Capital

The human capital has a positive effect for the performance of area. It is necessary to test a particular ability in order to be clearly focus. It is the main point in improving the quality of people as well as an business training to be able to increase innovation as to make the improvement of the area (Malawat and Putra, 2018).

Human capital gets many computing with the globalization era as well as the saturation of the market reaction due to the recent fluctuations in the economic growth. Developed countries put emphases on technology for government service on accelerating it (Maran *et al.*, 2009).

The R&D effect on area growth is through increasing levels of inter firm alliances in the first post-entry years. R&D efforts enable the exploitation of e-computing for government. (Stam and Wennberg, 2009).

The fact of present micro economic tends to a more breakthrough such as the leading business owners are responsible for the value added innovation in making the market progress in the business strategy (Praag and Stel, 2013).

2.2 Business Area Focus

The research about the social mapping included into the real fact in companies or activities of ones but none have evaluated the social apparatus to the society as to economic value awareness. It can be said that there must be the breakthrough in technology (Fulgencio *et al.*, 2016).

Business profit ignores the other ways in which the value of a business may be measured. The costs, which are payments made to support the business creation, are a more suggestive measure than income because no matter the source, the payments are used to create and sustain the business as well as the progress in its capacity in the area (Court, 2012).

The promotion of business ventures as well as venture capital is the critical value to increase the

economic growth. The government policies can influence in the opportunities to make the ones. The excess must be anticipated to get best result. (Lerner, 2010).

The social economic can be measured in some measurements with the indicator values to explain in different aspects of the social and economic that can be transfered into qualitative approach (Collan *et al.*, 2007).

The social capital derived from past obervations, on the start up business result. It can move the improvement by leading it into the best way in market strategy (Alexy *et al.*, 2012).

Customers are included in the marketing world. The profit is indicated with customers' need. Then, the companies will make the market startegy to get them as the loyal ones. (Dilham *et al.*, 2018).

The process in marketing aspect will get the profit in the long term. The companies try to make te relevan changing in the share of customers' heart to get the loyal ones (Dilham *et al.*, 2017).

The market penetration among MSMEs will usually encourage them to move actively in making their products well known. What they input to make innovations, has made the strength in consumers based approach (Sofiyah and Ami, 2017).

The emerging markets will be the regional issue allows to the improvement in huge company, significant and made by the current economic condition in the process of social economic mapping (Elena and Midler, 2017).

3 METHOD

By achieve the goals of social economic conclusion for the results of qualitative research conducted for Brick Home Industry Community in the year 2014 – 2016 in Percut Sei Tuan of Deli Serdang regency. The following research problems were formulated provisions among the locations that directly contacted received an impact in terms of social cultural aspects, and economic activities of the community. The study involved a sample of random representatives of communities the Groups of actors involved in the socialization its concerning in various issues, both socially and economically. There was an individual indepth interview (IDI) conducted with each community for govent service in e-computing.

4 RESULT AND DISCUSSION

4.1 Result

4.1.1 The Potential Contained in Percut Sei Tuan

In the Infrastructure focuses on the allocation of village donations in Percut Sei Tuan was in stage of public facilities such as making roads with pavin block, the construction of religious facilities with the results of community empowerment has been done well. For the drainage ditch, the drainage has not run maximally due to limited funds for allocation of funds and will be resumed in subsequent disbursement. This is the rationale for the next policy determination.

Generally, the role of the government is good for the infrastructure facilities and focused in avoiding problems in the illegal field. It a matter of concern so that there is a reference policy for the government and society.

The results oversight for infrastructure are intensified and the process of monitoring is done by the inspectorate and village community actively. The E-computing focus is still new action in making. It is a solution to make the efficiency and still need to be coaching. The internet strategy has been done to promote the human capital and business focus however must be run effectively with intensive brand endorse

4.1.2 The Problem Identifications and Needs of Social and Economic Problem

The village apparatus, especially the village head, is more likely to position in the human capital has a positive effect for the performance of area. The management skills in e-computing in still low interaction because of the low in coaching ability. They must make the R & D as the community need to make the village breakthrough in technology movement.

Good project conception, proper cost and budget management must be combined to accelerate the market penetration in the social economic focus the gain the market. They are still very low attention in e-computing, especially in financial technology.

The community empowerment model through cooperative for gaining the psychological frameworks for the evaluation of community development programs give the service model treatment in the area of business for Percut Sei Tuan People. They must adapt the revolution industry focus in getting the customer service through the online

service as well as get the corporation in some providers in social media.

4.2 Discussion

Percut Sei Tuan community needs some breakthroughs to become a successful human capital to compete in international trade with the best financial strategy. The lowest service model of government makes them present the products through online service is very low effort. It must certainly look at the willingness such providing the online service for fulfilling thr customer need. Its ability needs to be improved with the superior strategy in e-computing. They can get the segmented education to be more creative like the ideas Malawat and Putra (2018), Maran *et al.* (2009), Stam and Wennberg (2009) and Praag and Stel (2013).

For business area focus interaction among employees and management should be wise to be introduced the social appatus to the society and for customers approach should be allowed to interact in e-computing freely. It can be improved by finding the market for normal price for promotion. As the real actionin managerial practices, an approach to transform their lives through the R & D. The best coaching and union make them adopt of digital technologies among these marginalized businessmen. The effect of initial R&D on high-tech firm growth is needed to give the inspiration so that they can adopt to follow the world of business like the comments (Fulgencio *et al.*, 2016), (Court, 2012), (Lerner, 2010), (Collan *et al.*, 2007), (Alexy *et al.*, 2012), (Dilham *et al.*, 2018), (Dilham *et al.*, 2017), (Sofiyah and Ami, 2017), (Elena and Midler, 2017).

The R&D can make the innovation in getting the human capital and business case that can increase the investments in knowledge. As the real fact They may need to a more dinamic view in e-computing: especially the educated owners are responsible for running the e-commerce in business such as marketing through internet that can be globally competitive result. It can get the buyers know the real needs the service model from the government.. It is the way to improve its relevant like the comments Stam and Wennberg (2009), Syarifah and Putra (2017), (Elena and Midler, 2017).

5 CONCLUSION

There are several conclusions:

1. The community must They must make the R & D as their need to make the village breakthrough in technology movement in Percut Sei Tuan
2. They are still very low attention in e-computing, especially in financial technology
3. They must adapt the revolution industry focus in getting the customer service through the online service as well as get the corporation in some providers in social media.
4. The Government must improve the service model for financial technology in e-computing
Some recommendations can be made such as :
 1. For business area focus interaction among employees and management should be wise to be introduced the social apparatus to the society and for customers approach should be allowed to interact in e-computing freely.
 2. The R&D can make the innovation in getting the human capital and business case that can increase the investments in knowledge.
 3. The need for support from the expectations of the community from e-computing must be implemented soon.

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