

# Strategi meningkatkan kualitas informasi web portal indonesia kreatif = Strategies to improve information quality on indonesia kreatif web portal / Arfive Gandhi

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## Abstrak

[<b>ABSTRAK</b><br>

Penelitian ini bertujuan menganalisis faktor-faktor penyebab rendahnya kualitas informasi (KI) web portal Indonesia Kreatif serta merumuskan strategi untuk meningkatkannya. Penelitian terdiri atas tiga tahap utama, yaitu sintesis dimensi KI, dilanjutkan penilaian KI, serta perumusan strategi. Sintesis dimensi KI dilakukan melalui 3 framework, yaitu AIM Quality, CC/LC, dan Gasser-Stvilia. Beberapa temuan faktor penyebab rendahnya KI web portal antara lain: ketentuan penulisan informasi dan image/file belum lengkap; sumber informasi belum merata, banyak informasi perlu diverifikasi; tidak ada ketentuan rentang waktu produksi informasi; tidak ada dokumentasi penyuntingan informasi; tidak ada penilaian tingkat pemahaman pengguna terhadap informasi; serta ada celah keamanan informasi.

Penelitian menghasilkan 24 strategi meningkatkan kualitas informasi web portal Indonesia Kreatif. Ke-24 strategi ini web portal Indonesia Kreatif ini disusun dalam kerangka strategi KREATIV. Beberapa strategi yang menjadi prioritas meliputi ekspansi sumber informasi kegiatan kreatif dari berbagai daerah, perancangan target produktivitas, standar waktu produksi, peningkatan target verifikasi profil orang kreatif, pencantuman referensi sebagai sumber informasi, serta pembuatan dokumen content change log.

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<b>ABSTRACT</b><br>

The aims of this research are analyze causative factors that cause Indonesia Kreatif web portal has poor information quality (IQ) and also formulate strategy to improve its information quality. The main phases from this research are: IQ dimension synthesis from AIM Quality, CC/LC, and Gasser-Stvilia; IQ assessment; and strategy formulation. Some factors that cause Indonesia Kreatif web portal has poor IQ are: incomplete rules about information writing and its image/file; big gap among provinces as information source, unverified informa-tion, no information production timeschedule regulation, no documenta-tion for information editing, no user assessment about information understanding, and also information security vulnerability.

This research produces 24 strategies to improve information quality in Indonesia Kreatif web portal. Those has formulated in KREATIV strategy framework. Some priority strategies are: expansion the information source about creative event from many provinces, productivity target planning, time production standardization, increase verified creative people profile, insert references as information resource, and also content change log documentation.;The aims of this research are analyze causative factors that cause Indonesia Kreatif web portal has poor information quality (IQ) and also formulate strategy to improve its information quality. The main phases from this research are: IQ dimension synthesis from AIM Quality, CC/LC, and Gasser-Stvilia; IQ assessment; and strategy formulation. Some factors that cause Indonesia Kreatif web portal has poor IQ are: incomplete rules about information writing and its image/file; big gap among provinces as information source, unverified informa-tion, no information production timeschedule

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