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THE MAKING PROCESS OF RECORDS CREATION GUIDELINES FOR THE INDEPENDENT EXPORT MSMES EVENT AT PT CYBERS GLOBAL INDONESIA

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ABSTRACT

This study discusses the process of making guidelines for the creation of letter records, such as audience application letters, participation offer letters and sponsorship letters at Merdeka Export UMKM events organized by PT Cybers Global Indonesia (CGI). The purpose of this study is to create records creation guidelines that can assist in ensuring that records creation is carried out efficiently, effectively, and systematically in accordance with applicable records management regulations and can be implemented at PT CGI. The research method used is a qualitative method by conducting a case study at PT. CGI. Data collection was conducted through observation, literature studies, and interviews. The results showed that the records creation guidelines are made based on regulations both from within and outside the organization and look at the tasks and functions of the organization. These guidelines consist of provisions such as the type, structure and form of letters records; letter creation; security letters; officials signing letters; and letter control. In this case, the guidelines for creating records letter that are created can help PT CGI in ensuring that the resulting letter records can be authentic and accessed easily and quickly when needed.

Keywords: records creation; letter records, electronic records, records management.

1. INTRODUCTION

Records management is a crucial part of an organization's survival. Records are created from various activities and transactions within an organization. These activities and transactions constitute memory and serve as a source of evidence for the organization itself. The Records management process involves several activities, such as records creation, records receipt, records collection, records organization, records control, records maintenance and care, and records storage. The records management process is inseparable from the records life cycle. According to Yusof & Chell (2000), the records life cycle begins when the records are first organized/created, maintained, and actively used by their creators. In line with this explanation, the New York State Archives (2021), a

leading authority in the field of records management, provides valuable guidance for organizations in the creation, management, and maintenance of their records. Federal or state recordkeeping requirements, along with other professional standards, also serve as important references in ensuring that records meet organizational needs and can be managed efficiently throughout their lifespan. Therefore, clear policies and procedures related to records management are crucial to ensuring the continuity and regularity of an organization's information. These policies and procedures must be implemented starting from the first activity in the records life cycle, namely records creation.

As stated by Mureebe and Lwanga (2023), that records creation is the process of creating information and records in various formats using various equipment and technologies in accordance with Records Management Compliance. records are created because records serve various organizational purposes, ranging from providing information about functions, policies, decisions, procedures within the organization to being an important part of organizational transactions. In Government Regulation Number 28 of 2012 concerning the Implementation of Law of the Republic of Indonesia Number 43 of 2009 concerning Archives written in article 32 paragraph (2) that the creation and receipt of records is carried out based on official document systems, records classification, and security classification systems and records access. One of the procedural guidelines used in records creation is official document systems. In the National Archives Regulation of the Republic of Indonesia Number 5 of 2021 concerning Guidelines for Official Document Systems it is defined as a regulation regarding the type, arrangement and form, creation, security, signing officials, and control used in official communications.

In an organization, manuscripts or documents are created from various activities. These manuscripts and documents include letters, reports, memos, contracts, and so on. These documents have important value for the organization, both from an administrative, legal, and historical perspective. These documents are called records, namely recorded information, whatever the media or characteristics, created or received by an organization that is useful in an organization's activities. According to Krihanta (2014), in the process of organizational survival, records have a very important role, namely, records as the main source of organizational memory, authentic material or evidence, basic material for planning and decision-making and information materials for other activities. In creating records (documents), the creator needs to pay attention to the guidelines for creating records that apply in the organization so that the availability of records is authentic, reliable and orderly. This is conveyed by Rogers (2015) that the concept of records authenticity is based on legal and administrative principles, which were first implemented in a centralized public repository containing written documents, so that the records can be trusted for their truth and authenticity. The National Standardization Agency (2018) clarifies that authenticity refers to the belief that an records lives up to its claims, with accurate content and unchanged since its creation or designation as an records. Maintaining the authenticity of records requires defined steps and controls within an organization's records management framework. One way to achieve this is through policies and procedures that support the maintenance of records authenticity, including procedures for the creation, distribution, and storage of records.

To maintain the authenticity of letter records, organizations must be able to prove that the letters they create and store are truly authentic and intact, as this is important if the letters are needed as evidence of the organization's activities in the future. Furthermore, letters should be supplemented with contextual information, such as the identity of the signatory, the department of origin, and a reference code, to enhance the letter's value as a record of activity. Organizations should also conduct regular monitoring and random audits of internal letter creation processes to identify and correct deficiencies in their procedures. The use of tools such as spell checkers and formatting tools can help improve the quality of the content and structure of letters during their creation. Ultimately, good records management system documentation can support the credibility of letters as legal evidence (Shepherd and Yeo, 2003).

One company that creates important records for its business continuity is PT. Cybers Global Indonesia or PT. CGI. CGI is a subsidiary of Cyber Groups that operates in the service sector, creative business development, and digital technology. In addition, PT. CGI is also active in collaborating with local governments to help the village/sub-district economy, and they have an extensive business network from the regional to the international level. PT. CGI also pays attention to awareness of the importance of advancing the micro, small and medium enterprises (MSMEs) sector in Indonesia. Through the MSMEs Merdeka Export program, PT. CGI strives to increase the competitiveness and export capabilities of Indonesian MSMEs in the global market. This is in line with the strategic role of MSMEs in Indonesia's economic growth, and this program is designed to help MSMEs overcome various obstacles faced in entering the global market.

Cybers Event Organizer (CEVO), a business unit of PT CGI that specializes in planning, organizing, and holding various types of events. One of the prominent events held by CEVO is the UMKM Merdeka Export in Melaka, Malaysia in 2023. This event aims to support Indonesian Micro, Small, and Medium Enterprises (MSMESs/UMKM) in promoting and exporting their superior products to foreign markets, especially in Malaysia and surrounding countries, to support the running of the international-standard UMKM Merdeka Export activities. The role of the secretary and administration as an records creator in the Cybers Event Organizer (CEVO) business unit is very important in creating records (conventional and digital) as a form of communication and administration with event partners in the UMKM Merdeka Export event.

Creation of records (documents) required to support administrative activities in the 2023 MSME Merdeka Export event. The records (documents) created are in the form of letters related to the MSME Merdeka Export event, such as letters offering event participation, letters requesting audiences and support, and letters requesting sponsorship addressed to local, city, provincial governments, and agencies or companies contained in the company database. The records of letters from the event are currently created without standard guidelines, which can cause problems with authenticity and letter standards. From the problem of creating these records, the main discussion is how the process of creating records is carried out during the MSME Merdeka Export activity and what provisions for creating records can be suggested as guidelines for creating records of MSME Merdeka Export activities in accordance with applicable theories and regulations.

The conceptual framework of this research is that letter records as a communication tool in organizational activities or transactions must have authentic characteristics in

them. In ISO 15489 (2016) this authenticity means the authenticity, reliability, and integrity of records document, which reflect that the records is what it claims to represent. According to Shepherd and Yeo (2003) authenticity can be demonstrated through several elements, such as document structure consisting of standard features such as addresses, signatures, and others; the existence of contextual information that enriches the value of the records, such as information on the sender, recipient, date, and reference; and the existence of content control efforts by the organization through policies, training, or monitoring.

To ensure authenticity in the records letter, the records creation must include legal guidelines to control the content of the organization that serves as the reference for the records creation. Within government organizations, these guidelines are commonly known as Official Manuscripts (Tata Naskah Dinas-TND). Within the government, TND refers to the National Archives Regulation of the Republic of Indonesia Number 5 of 2021 concerning Guidelines for Official Manuscripts (TND). Other organizations can adapt these guidelines according to applicable policies or guidelines. Through TND, organizations can ensure the consistency and quality of the records they create, thereby meeting authenticity criteria as authentic evidence of organizational activities and transactions. This study will outline the provisions contained in the legal guidelines for creating MSME event letter records, including electronic mail records.

2. RESEARCH METHOD

The research methodology used in this study is a qualitative method, conducting a case study at PT Cybers Global Indonesia. According to Nasution (2023), the Qualitative Research Method is a descriptive research approach that tends to utilize analysis, with an emphasis on the research process and deeper meaning. Through this research, facts, symptoms, and events are analyzed and interpreted based on their context, thus forming the basis for subsequent research steps.

Data collection was carried out through observation, interviews, and literature studies. The steps taken in this study were: 1). Identification of problems, the problem identified was the difficulty in creating documents; 2). Determination of research objectives, the purpose of this study was to create records creation guidelines that facilitate document creation; 3). Determination of research methods, the research method used was a qualitative method by conducting case studies; 4). Data collection, data collection was carried out through interviews and literature studies; 5). Data analysis, the collected data was analyzed to find the best solution in creating records creation guidelines; 6). Creation of records creation guidelines, based on the results of data analysis, records creation guidelines were created to facilitate document creation; 7). Implementation of records creation guidelines, records creation guidelines were implemented at PT CGI to ensure that records creation was carried out efficiently, effectively, and systematically, and in accordance with archival principles, rules, and standards; 8). Input, input related to records creation guidelines was evaluated to determine the effectiveness and efficiency of the guidelines.

3. RESULT AND DISCUSSION

UMKM Merdeka Export is an event organized by Cybers Event Organizer (CEVO). CEVO provides a suitable platform for Indonesian Micro, Small, and Medium Enterprises (MSMEs) to reach new customers abroad through this event. This event aims to support Indonesian MSMEs in promoting and exporting their superior products to foreign markets, particularly Malaysia and surrounding countries. During the organization of this event, several records were produced to support the communication process between stakeholders of the event itself. Some of the records produced include:

- 1. Event participation offer letter. In this letter, the sender expresses their intention to participate in the event and provides details regarding the contribution or benefits they can provide.
- 2. Event audience and support request letter. An event audience and support request letter is used to request a meeting or audience with an authorized party related to a specific event. This letter includes a request for support, either in the form of direct participation or other assistance, and explains the purpose and benefits of the audience.
- 3. Sponsorship request letter. A sponsorship request letter is a letter submitted by a party to a potential sponsor with the intention of requesting financial or other support for an event.

In addition to these three letters, there are several other letters required for the event, such as a cost breakdown letter, invitation letter, cooperation request letter, assignment letter, cooperation contract, and others. The process of creating these letters was initially very confusing because the company did not have a guideline for creating letters, or in the world of archiving, called Official Manuscripts. In creating letters, they only relied on previous letters, this case being the main focus of this article. This research aims to provide guidelines and understanding in creating an records, especially in terms of correspondence, so that the letter creation process is in accordance with records and archives standards and rules so that the records created is authentic and trustworthy.

According to the Central Agency for Language Development and Fostering (n.d), guidelines are a collection of basic provisions that provide direction on how something should be done. Meanwhile, according to Hidayati (2021), records creation is any activity involving making record in the form of writing, pictures, or recordings about events that occur in the life of a person or organization. From the above definition, it can be concluded that records creation guidelines are a collection of basic provisions that provide direction on how to create records in the form of writing, pictures, or recordings about events that occur in the life of a person or organization. These guidelines direct the process of records creation by determining the rules and procedures that must be followed to ensure that the records meet accountable standards of authenticity and trustworthiness.

In preparing these records creation guidelines, the aim is to serve as a guide/reference in creating records so that the resulting records are authentic, trustworthy, and in accordance with applicable archival principles. In preparing records creation guidelines, the following points must be taken into account, as stated in the National Archives Regulation of the Republic of Indonesia Number 5 of 2021 concerning Guidelines for Official Documents, namely: (a) Type, structure, and form of letters; (b) Making letters; (c)

Securing letters; (d) Officials signing letters; and (e) Control of letters. In accordance with ANRI Regulation No. 5 of 2021, in the process of preparing records creation guidelines for the UMKM Merdeka Export event at PT CGI, the discussions carried out were as follows:

Type, Composition, and Format of Letters

Based on the observation process conducted on the records produced at this event, the appropriate type of letter is a correspondence letter. Muhidin & Winata (2016) explain that correspondence letters are letters that provide information related to the implementation of organizational tasks, both from leaders to subordinates and from subordinates to leaders. These correspondence letters consist of: (a) internal correspondence letters; and (b) external correspondence letters. Based on this explanation, the type of letter that specifically matches the records produced is an external correspondence letter. Because the records produced from this event are distributed to government institutions/agencies/companies, this external correspondence letter is structured as an official letter. According to Rindawan & Supriadin (2021), an official letter is an official letter created by an agency or institution for official purposes. The structure and format of an official letter consist of: (a) Heading; (b) Body; and (c) Footing.

Letter Preparation

When preparing letters according to the needs of the event being held, there are several things to consider, as outlined in ANRI Regulation No. 5 of 2021 concerning Guidelines for Official Documents, namely:

Letter Numbering

In the numbering of letters related to the UMKM Merdeka Export event itself, only a few files are generated: (1) Letter offering participation in the event; (2) Letter requesting audience and support for the event; (3) Letter requesting sponsorship. The numbering process uses the alphanumeric method because it combines numbers and letters, simplifying the letter classification process. Figure 2.1 below shows the numbering that applies to creating letters for the UMKM Merdeka Export event.



Figure 2.1 Letter numbering

Letterhead and Footer Format and Specifications

In creating records, letterheads are crucial because they serve as a means of authenticity. The structure and format of letters can be enhanced with specific attributes according to the characteristics or policies of each company or institution. Figure 2.2

below shows the letterhead format used in the records creation process for the UMKM Merdeka Export event.



Figure 2.2 Letterhead

The letterhead features three logos that play a significant role in the MSME event. Furthermore, Figure 2.3 shows the applicable letter footer, which contains some information related to the event.



Figure 2.3 Letter footer

Paper Requirements, Margins or Margins, Spacing, Font Type and Size

1. Paper Requirements

The paper used in writing letters must meet the following requirements:

- a) Houtvrij Schrijfpapier (HVS) paper;
- b) A4 size.
- 2. Margin Requirements

Margin requirements are determined by the following provisions:

- a) Top margin, at least 2 (two) cm from the top edge of the paper;
- b) Bottom margin, at least 2 (two) cm from the bottom edge of the paper;
- c) Left margin, at least 2.5 (two point five) cm from the left edge of the paper;
- d) Right margin, at least 2.5 (two point five) cm from the right edge of the paper.
- 3. Spacing Requirements, Font Type and Size
 - a) The spacing for writing letters is 1.15 (one point fifteen) cm;
 - b) The font used in writing letters is Times New Roman, size 12.

Based on the general guidelines mentioned above, when joining the project, the paper margins used were 3 cm on each side. This suggests using 2 cm for the top and bottom edges and 2.5 cm for the right and left edges to maximize page efficiency when creating the letter.

Format and Specifications of the Company's Digital Stamp

In the process of creating an authentic records, the resulting records must be accompanied by the stamp of the issuing company. The format and specifications of the company's digital stamp with logo are as follows:

- 1. Business unit logo, Cybers Event Organizer (CEVO)
- 2. Black and white color

Figure 2.4 below shows the format of the digital stamp used to authenticate the creation of the document at the UMKM Merdeka Export event.



Figure 2.4. Digital Stamp

In the letter creation process applicable at PT CGI, digital stamps only use the business unit logo and are printed in black and white. As stated in ANRI Regulation No. 5 of 2021 concerning General Guidelines for Official Documents, a digital stamp with minimal company logo and black and white is sufficient. However, to strengthen the authenticity of the letter, it is recommended that the digital stamp be wet in blue, which is more difficult to counterfeit, increases authenticity, and provides better security. Furthermore, extra vigilance is needed regarding changes in letterhead color and design to accommodate them effectively.

PT CGI needs to create a letterhead with standardized logo coloring. The logo can be created with standard CMYK and RGB values. According to Parolinda & Ramdan (2019), CMYK is a color model used in the printing and printing process, consisting of Cyan, Magenta, Yellow, and Key (black). These CMYK colors are adjusted to appear balanced with the white background of printed materials such as paper. The CMYK color model is a subtractive model that uses a mixture of pigments to produce color. Meanwhile, RGB is an additive color model used for visual displays on electronic equipment such as computers, televisions, and photography. This RGB color functions for displays on computer monitors because the background is black. The RGB color model consists of Red, Green, and Blue which are used to brighten dark background colors (black).

An example of standardized logo coloring can be seen at the Bogor Agricultural University (IPB) educational institution through the Bogor Agricultural University Rector's Regulation No. 6 of 2021 concerning the Visual Identity Guidelines of the Bogor Agricultural University, which states that the IPB logo must be used clearly, consistently, and coherently in all forms of visual communication created on behalf of IPB. The logo is explained as being derived from the IPB symbol, which is the most important element in the logo. The use of the IPB symbol in the IPB logo is said to provide a unique identity. Therefore, PT CGI needs to pay attention to the use of the logo in letterheads, as does IPB, which requires the use of their logo in all forms of visual communication. This aims to create a unique identity for PT CGI in the process of creating future letters.

Letter security

Letter security is a security setting used in creating records, so that the created records cannot be accidentally copied and pasted. In securing letters for this event, watermarks are used. Watermarks are recognizable images or patterns on paper that appear lighter or darker than the surrounding paper and must be viewed with light from behind the paper, due to variations in paper density. In addition to watermarks, letter security is also carried

out on digital signatures in the letter records. Digital signatures, according to Rogers [7], must be cryptographic validation techniques.

Official Signing Letters

Signing letters created for correspondence related to the MSME Merdeka Export event is restricted to the Project Director. This restriction demonstrates a validation of authority that cannot be delegated to higher-level organizational leaders or other officials. Currently, the Digital Signature used at PT CGI only uses a scanned image of the Project Director's signature, affixed with the company stamp. The use of this scanned signature cannot be considered a digital signature.

In this regard, the process of using digital signatures has applicable requirements to ensure the signature's authentication is legally valid. Based on Law of the Republic of Indonesia Number 11 of 2008 concerning Electronic Information and Transactions, Article 11 paragraph (2) states several requirements that must be met in the electronic signing process, including:

- a. The electronic signature is only related to the signatory.
- b. The electronic signature creation data is held only by the Signatory at the time of signing.
- c. Changes to the electronic signature after signing can be tracked.
- d. Changes to the Electronic Information related to the electronic signature after signing can be tracked.
- e. Identification of the Signatory uses a specific method.
- f. The Signatory's consent to the Electronic Information can be demonstrated in a specific ways.

The process of using a Digital Signature can utilize cryptographic validation techniques in the form of a QR Code registered with the Indonesian Electronic Certification Provider (PSrE) to prevent easy forgery and ensure the authenticity of distributed documents. PSrE is a legitimate legal entity that acts as a trusted entity that issues and verifies Electronic Certificates. The goal of PSrE is to build public trust in online transactions by protecting them from fraud and data manipulation.

Letter Control

The letter control process includes the control of incoming and outgoing letter. The primary focus is on controlling outgoing mail using electronic recording media, in accordance with ANRI Regulation No. 5 of 2021 concerning Guidelines for Official Document Management. This guideline establishes the principles for handling electronic outgoing letter, including centralized delivery and registration in the records and archives unit. Checking for completeness involves the letter number, official stamp, signature, destination address, and attachments.

The control process involves recording, duplicating, sending, and storing. Outgoing mail is recorded using control tools such as diaries, control cards, or receipts, with information that includes, at a minimum, the serial number, date of dispatch, the letter number and date, the letter's destination, a brief summary of the letter's contents, and a description.

4. CONCLUSION

The records creation guidelines play a crucial role in ensuring that letters related to the MSME Merdeka Export event meet applicable archival standards. The letter creation process, numbering, letter format and specifications, security with watermarks, and signatures by authorized officials are critical aspects that are clearly regulated. This paper attempts to propose provisions to serve as guidelines similar to the TND, which are expected to assist in creating more structured, authentic, and accountable records for the MSMEs Merdeka Export event. Implementing these guidelines is the first step in maintaining the integrity and orderliness of records at PT CGI, optimizing event contributions, and increasing efficiency in letter management. Implementing the TND guidelines within the organization aims not only to meet regulatory requirements but also to maintain the integrity of the letter records. It is hoped that the process of creating, storing, and destroying records can be carried out in a controlled and well-documented manner. This is crucial to minimize the risk of unauthorized changes and ensure that records remain intact and reliable as evidence.

To improve efficiency and security in administration and archiving management at PT Cybers Global Indonesia, it is recommended that PT CGI consider increasing the number of human resources with expertise in administration and archiving. At least one person with these competencies can ensure the smooth running of the process and the sustainability of the archiving system. PT CGI can collaborate with students to join internship or training programs. Furthermore, ongoing training for staff on the importance of records authenticity and the steps to maintain it is also needed.

To maintain consistency, it is recommended that the master letter template creation process not undergo excessive changes or revisions. This will help prevent misinformation in the resulting letter. Finally, it is important to promptly implement the established guidelines and, if necessary, make additions or adjustments according to the company's needs and circumstances. Proper implementation will ensure that established procedures are effective and compliant with applicable archival standards. This will enhance trust and compliance with applicable regulations, while ensuring that the records produced and retained remain strong and valid evidence in the face of future legal challenges.

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