

EFFECTIVENESS OF THE ONLINE COMMUNITY COMPLAINT AND INFORMATION SERVICE (LAPOR MAS BRO) AS A PUBLIC SERVICE IN NORTH DENPASAR DISTRICT

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Abstract

Improving public service quality can be achieved through effective community aspiration and complaint services, as mandated by Law No. 25 of 2009. In North Denpasar District, the integration of requests and complaints into a unified system is lacking, leading to unresolved issues. The introduction of the Online Community Complaint and Information Service (LAPOR MASBRO) aimed to address this by providing a platform for public submissions and aspirations. However, the service has seen low participation, with many complaints still directed to the sub-district office. This study evaluates LAPOR MASBRO's effectiveness using descriptive qualitative methods and Budiani's theory of effectiveness. Results show the service is ineffective due to low engagement and lack of prominence. Recommendations include enhancing promotion and collaboration with other complaint services.

Keywords: Effectiveness, Public Services, LAPOR MASBRO

A. INTRODUCTION

Improving the quality of public services can be achieved in various ways, one of which is by providing community aspiration and complaint services (Yohanitas, 2018). Community aspiration and complaint services are platforms for receiving aspirations and complaints submitted by the public to the government or an institution. Articles 36 and 37 of Law No. 25 of 2009 state that “every public service provider is required to provide a complaint facility and assign competent personnel to manage the complaints.” Presidential Regulation No. 76 of 2013 on the National Public Service Complaint Management System (SP4N) mandates that all agencies, from central to regional levels, involved in public services must establish a community complaint structure within each work unit down to the operational level.

The government has the responsibility to provide and handle aspirations and complaints submitted by the public. The government must be able to provide accessible service facilities, particularly through the application of technology. By applying technology, public complaints can also be integrated into a unified data system. Issues arising in public services can be resolved with the help of technology, such as social media and websites. Through the application of

technology, the public can more easily access all public services, making them more flexible, simple, and efficient (Sansena, 2021).

North Denpasar District is one of the four districts in Denpasar City. This district comprises 3 urban villages and 8 traditional villages, with a mission to excel in human resource quality, technology utilization, and innovation toward balanced development based on Tri Hita Karana. To support its mission, the North Denpasar District Government provides a website with several features to facilitate public access to their services. In 2022, the Public Satisfaction Index for North Denpasar District reached 93.48%. Nevertheless, the North Denpasar District Government still faces shortcomings in handling complaints and information requests from the public.

The management of public complaint and information services in North Denpasar District is not yet optimal, as community complaint and information services are not well-integrated. The impact is a slow process in handling complaints and providing feedback to the public due to delays in data received by officers. The complaint channels in North Denpasar District lack interconnection between subsystems, resulting in disconnected processes and many unresolved complaints still marked as "in process." This leads to ineffective complaint handling and information delivery (Ilham, 2022).

To address these issues, the North Denpasar District Government has introduced an innovation in services, namely the Online Community Complaint and Information Service (LAPOR MAS BRO), to handle complaints and grievances from the public. North Denpasar District has adopted WhatsApp as a medium for receiving and responding to complaints, aspirations, and required information from the public. WhatsApp was chosen due to its ease of access and simple mechanism, quick fulfillment times, free service, internet support, and privacy (Lian et al., 2023).

However, the use of WhatsApp as a service medium has not had a significant impact on the community. Survey results indicate that only 18 people are utilizing this service. This condition reflects the community's limited awareness of the service, as some individuals still direct their complaints and questions to other complaint services, such as the PRO Denpasar service, even though these could be submitted directly to the North Denpasar District Government through this new service. This indicates that the issue is not a lack of knowledge about accessing the internet or online services, but rather inadequate socialization and dissemination of information about the Online Community Complaint and Information Service (LAPOR MAS BRO), resulting in the community being unaware of this service (Wiguna & Gorda, 2021).

This study is the first to investigate the effectiveness of the Online Community Complaint and Information Service (LAPOR MAS BRO) in North Denpasar District. This research is necessary to assess the effectiveness of LAPOR MAS BRO in North Denpasar District. Based on the background presented, the research questions for this study are: (1) What is the effectiveness of the Online Community Complaint and Information Service (LAPOR MAS BRO) in North

Denpasar District? and (2) What obstacles are encountered in the implementation of LAPOR MAS BRO, and what solutions are being applied to address these obstacles?

B. LITERATURE REVIEW

Public Services

Public services, according to Law No. 25 of 2009, are activities or a series of activities aimed at fulfilling service needs in accordance with legal regulations for every citizen and resident concerning goods, services, and/or administrative services provided by public service organizers. To ensure that public services meet service standards, certain principles are required (Pasolong, 2007). These principles of public service provision include: the Principle of Public Interest, the Principle of Legal Certainty, the Principle of Equality of Rights, the Principle of Balance of Rights and Obligations, the Principle of Professionalism, the Principle of Participation, the Principle of Equal Treatment/Non-Discrimination, the Principle of Openness, the Principle of Accountability, the Principle of Special Facilities and Treatment for Vulnerable Groups, the Principle of Timeliness, and the Principle of Speed, Convenience, and Affordability (Rohman, 2019).

Online Community Complaint and Information Service (LAPOR MASBRO)

Online Community Complaint and Information Service (LAPOR MAS BRO) is a complaint service platform introduced as an innovation program by North Denpasar District. Implemented since July 2022 under Decree No. 188.4/72/DENUT/2022 from the North Denpasar District Head concerning the Formation of the Effective Change Action Team for the Online Community Complaint and Information Service in North Denpasar District. This service aims to facilitate the public in submitting complaints and obtaining information. The service can be accessed at 081338741878 (WhatsApp).

Effectiveness

Effectiveness, according to Budiani (2007), is the ability of a program to achieve its set goals by utilizing resources efficiently and according to needs. The effectiveness of a program can be determined by comparing the output with the program's objectives, and the opinions of program participants can be used as a measure to assess the program's effectiveness. The indicators of effectiveness include:

a. Target Accuracy

Target accuracy refers to how well the program's participants align with the predetermined target.

b. Program Socialization

Program socialization is the ability of the program's implementation to disseminate information about the program to the general public and specifically to the target participants.

c. Program Objectives

Program objectives pertain to the extent to which the outcomes of the program align with the goals set previously.

d. Program Monitoring

Program monitoring involves activities conducted after the program's implementation to ensure attention to the program participants.

C. RESEARCH METHODOLOGY

Research Design

This study is a descriptive research with a qualitative approach. According to Sugiyono (2011), descriptive research focuses on uncovering facts as they actually are. Moleong (2015) explains that qualitative research aims to understand phenomena from the perspective of the research subjects in a holistic manner by describing a specific context and utilizing various natural methods. This research is located at the North Denpasar District Office in Denpasar City. The reasons for choosing this research location are: (1) the innovation of the Online Community Complaint and Information Service (LAPOR MAS BRO) being studied is based in this area, (2) the researcher identified the research problem topic at the North Denpasar District Office, and (3) the data needed to support this research is available at the North Denpasar District Office. The type of data used includes primary data from interviews with informants at North Denpasar District and secondary data from records, documents, and official evidence from government agencies. The sampling technique used is purposive sampling with several informants, including: the Head of North Denpasar District, representatives from the Effective Change Action Team, and community members who use services both offline and online. Data collection methods include observation, interviews, documentation, and online searches.

Data Analysis Techniques

The data analysis technique used in this study is the data analysis method by Miles and Huberman (2014). According to Satori and Komariah (2014), the activities of data analysis by Miles and Huberman (2014) consist of:

a. Data Reduction

Data reduction means summarizing, selecting the essential elements, and focusing on what is important to identify themes and patterns.

b. Data Display

The function of data display is to facilitate understanding of what is happening and to plan further work based on that understanding.

c. Conclusion Drawing

Conclusions in qualitative research represent new findings that were not previously known. Findings can include descriptions or representations of an object that were previously unclear or ambiguous, causal or interactive relationships, hypotheses, or theories.

D. RESULT AND DISCUSSION

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Effectiveness of the Online Community Complaint and Information Service (LAPOR MASBRO)

The effectiveness of the Online Community Complaint and Information Service (LAPOR MASBRO) in North Denpasar District can be assessed based on the community's understanding of the service's objectives and the results of the community satisfaction survey, which is indicated on a service scale ranging from fair to very good. The effectiveness of the Online Community Complaint and Information Service (LAPOR MASBRO) can be evaluated using Budiani's (2007) theory of effectiveness, which includes four variables: program target accuracy, program socialization, program objectives, and program monitoring.

a. Program Target Accuracy

The Online Community Complaint and Information Service (LAPOR MASBRO) has not yet been fully effective in achieving its objectives. Although the service is well known among the residents of North Denpasar District, some individuals still visit the North Denpasar District Office directly to obtain information or submit complaints, even though these actions could be handled online through this service. The community has not yet fully adopted this service as their primary option for obtaining information and filing complaints.

b. Program Socialization

The socialization of the Online Community Complaint and Information Service (LAPOR MASBRO) has been effective, as evidenced by interviews with residents who are aware of and understand the service. This is confirmed by the fact that residents have learned about the service through posts on the North Denpasar District's Instagram account and the socialization banners located at the North Denpasar District Office.

c. Program Objectives

The Online Community Complaint and Information Service (LAPOR MASBRO) has been effective in achieving its objectives. The North Denpasar District Government has successfully facilitated the public in accessing services, particularly for information requests and complaint submissions. Not only has the community benefited from this service, but the North Denpasar District Government has also experienced its effectiveness, as it has become a unified platform for handling all community information requests and complaints. This integration has made it easier for the government to provide feedback and responses to public inquiries.

d. Program Monitoring

The Online Community Complaint and Information Service (LAPOR MASBRO) conducts monitoring in two ways: internally and externally. Internally, monitoring involves the Public Services and Population Section and the Public Order, Safety, and Cleanliness Section within the North Denpasar District Government. Externally, monitoring of LAPOR MASBRO is conducted by distributing community satisfaction surveys to assess the service's performance. However, the monitoring of LAPOR MASBRO has not been effective, as the number of

respondents filling out the satisfaction surveys is very low, only 18 people, despite the feedback ranging from fair to very good.

Challenges in Implementing the Online Community Complaint and Information Service (LAPOR MASBRO)

From the variable of program targeting accuracy, it was found that although many people are aware of the Online Community Complaint and Information Service (LAPOR MASBRO), some still prefer to make complaints offline by visiting the North Denpasar Sub-District Office. Despite the North Denpasar Sub-District Government providing a Linktree on their Instagram social media to facilitate access to this service, the Linktree on the @info_denut Instagram account remains confusing as it does not clearly label the Online Community Complaint and Information Service (LAPOR MASBRO). As a result, people who have not received information about this service through various channels, such as word of mouth, social media, or banners, will face difficulties accessing it. (Balaji, Khong, & Chong, 2021)

From the program monitoring variable, particularly in the aspect of external monitoring involving community participation, the community satisfaction survey results show that only 18 people from North Denpasar filled out the satisfaction forms distributed after receiving online services. This reflects a low level of community participation in providing feedback on the Online Community Complaint and Information Service (LAPOR MASBRO).

Efforts to Overcome Obstacles in Implementing the Online Community Complaint and Information Service (LAPOR MASBRO) in North Denpasar District

The efforts include increasing the frequency of socialization by directly informing the community during public service delivery, distributing posts on the North Denpasar social media accounts on a scheduled basis every two weeks to raise awareness about the service, and installing banners in front of the North Denpasar Sub-District Office to make it easier for the public to see and learn about the service. (Program et al., 2024)

Additionally, the North Denpasar Sub-District Government plans to open further communication and coordination with the PRO Denpasar complaint service administrators. The aim is to encourage cooperation so that information and complaints submitted to the North Denpasar Sub-District Government can include contact information, such as the WhatsApp number for the Online Community Complaint and Information Service (LAPOR MASBRO), thereby making it easier for the public to know about and access the service.

E. CONCLUSION

The Online Community Complaint and Information Service (LAPOR MASBRO) in North Denpasar District is not yet fully effective. Although the service functions according to its purpose as a platform for receiving public information requests and complaints, several shortcomings remain. The service aims to simplify the process for the community to obtain information and submit complaints related to public and regional services, as well as to serve as

an integration platform for complaints and information requests. Despite efforts in socialization through direct communication, banners, and social media posts, the service has not yet become the primary option for the public in accessing services. Both internal and external monitoring have been conducted to improve the program's performance, but more intensive efforts are needed to ensure the service meets its goals and provides optimal benefits to the community.

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