

## IMPLEMENTATION OF CALL CENTER SERVICE 112 AS PUBLIC SERVICE INNOVATION IN CIAMIS REGENCY

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### Abstract

This research aims to analyze the implementation of the Call Center 112 service as an innovation in improving public services in Ciamis Regency. This service was launched in response to the mandate of Law Number 14 of 2008 on Public Information Disclosure, which encourages public services to be available 24 hours, both in emergency and non-emergency situations. The Call Center 112 not only serves emergency reports but also requests for general information related to public services such as mobile vehicle tax services (Samsat) and police administration. In its implementation, this service collaborates with a third party, namely PT Digital Sandi Informasi, and is integrated with various agencies such as the Police Department, Fire Department, and Search and Rescue. However, there are several challenges such as limited infrastructure, technical disruptions of the application, and a high number of false reports from the public. Through the strengthening of SOPs, training of human resources, and integration into the SP4N Lapor platform, it is hoped that the Call Center 112 can become an effective and sustainable model of public service innovation in the future.

**Keyword:** Call Center 112, Public Service, Innovation, Emergency, Ciamis Regency.

### A. INTRODUCTION

Public service is one of the main indicators in assessing government performance, especially in the era of information openness as it is today (Kristiyanto, 2016). The government is required to provide services that are quick, accurate, and responsive to the needs of the community (Akhyar, 2023). In line with the mandate of Law Number 14 of 2008 on Public Information Openness, every public body is required to provide easy and open access to information as part of its service to the community.

In response to this demand, the Ciamis Regency Government launched the Call Center service 112 as an innovation in the implementation of public services, especially in emergency and non-emergency situations. This service is a strategic step in simplifying community access to the government, as well as improving the efficiency and effectiveness of handling public reports 24 hours a day.

According to Dwiyanto (2008), good public service must meet the principles of responsiveness, accountability, and community participation. The implementation of Call Center 112 is a tangible form of the application of these principles, where the community not only becomes the recipient of services but also plays an active role in providing reports and feedback (Jasmin et al., 2025). This service also reflects digital transformation in government bureaucracy that is adaptive to the development of information technology (Andry & Sawir, 2024).

However, in its implementation, Call Center 112 still faces several challenges, such as limited infrastructure, inter-agency coordination, and misuse of the services by the public

(Citradewi et al., 2024). Therefore, it is important to analyze in depth how the implementation of this service takes place, what obstacles are faced, and what development strategies can be employed in the future in order to truly become an innovation that has an impact on public services.

## **B. LITERATURE REVIEW**

### **Public Service**

Public service is all forms of services provided by the government to the community, both directly and indirectly, aimed at fulfilling the basic needs and civil rights of citizens (Maryam, 2016). According to Sinambela (2011), public service is a series of activities in order to meet service needs in accordance with laws and regulations for every citizen and resident concerning goods, services, and/or administrative services provided by public service providers.

### **Public Service Innovation**

Innovation in public service can be interpreted as a new breakthrough made by service organizers to improve the quality of services to the community (Sukraliaaliawan, 2023). According to Hartley (2005), public innovation includes the creation and implementation of new ideas that are beneficial for the broader society. Innovation is not always technological, but can also be in the form of new procedures, communication models, or faster and more responsive complaint systems (Suhardi, 2024).

Call Center 112 is a concrete example of public service innovation, where communication technology is used to accelerate responses to reports and requests for information from the public (Cantika et al., 2025). This innovation is very relevant to the current digital era, where the public demands fast and easy access to services.

### **Information Technology in Government**

The use of information technology in government is known as e-government. E-government is the use of information technology by the government to provide information and services to the public, businesses, and other entities (Rachmad et al., 2024). According to Indrajit (2002), the implementation of e-government can accelerate bureaucratic processes, enhance transparency, and support public participation in the governance process.

Call Center 112 is part of the implementation of e-government as it integrates communication technology with public services (Yudhiantara et al., 2019). Through this system, the community can access public services more efficiently while promoting the realization of good governance.

### **Public Information Openness**

Law Number 14 of 2008 concerning Public Information Openness emphasizes that every citizen has the right to obtain information from public bodies. This aims to encourage active public participation, enhance transparency, and strengthen accountability in government administration (Indonesia, 2008). The Call Center 112 is an important means to fulfill the public's right to information, as well as to ensure an effective communication channel between the government and the public (Turang et al., 2022).

## **C. RESEARCH METHODOLOGY**

This research employs a qualitative descriptive approach aimed at describing in-depth the implementation of the Call Center 112 service as a public service innovation in Ciamis Regency. Data was collected through direct observation techniques of service operations, in-depth interviews with key informants such as employees of the Communication and Information Office, Call Center 112 operators, and third parties from PT Digital Sandi Informasi, as well as documentation in the form of daily reports, SOPs, and related policies. The selection of informants was done purposively to ensure the relevance of the information

obtained. Data analysis was conducted using the interactive model of Miles and Huberman, which includes data reduction, data presentation, and conclusion drawing stages. Data validity was reinforced through source and technique triangulation to ensure the accuracy and consistency of research findings in addressing the issues examined.

## **D. RESULT AND DISCUSSION**

### **Background of the Implementation of the Call Center 112 Service**

The Call Center service 112 in Ciamis Regency was launched as an implementation of Law Number 14 of 2008 concerning Public Information Disclosure, which encourages public bodies to provide access to information openly and quickly. The Ciamis Regency Government sees the need for a service that can be accessed by the community 24 hours a day, both in emergency and non-emergency situations, as an effort to increase public trust in the government's performance. The official launch of the Call Center 112 service coincides with the celebration of the anniversary of Ciamis Regency in 2024. The existence of this service aims to integrate various reporting channels that were previously scattered across different agencies into a single integrated service point. This is also part of the steps towards efficiency and modernization of public service bureaucracy.

### **Types of Services and Functionality of Call Center 112**

The Call Center service 112 is not limited to emergency situations such as fires, accidents, or natural disasters, but also includes other public information services such as the schedule for mobile Samsat, information on making driver's licenses and police clearance certificates, as well as complaints or grievances about other government services. In the long term, the government plans to merge other call centers into the 112 system, including the police service 110, which will be converted into a public information service.

The functionality of the Call Center 112 in Ciamis Regency relies on an information technology-based system provided by a third party, namely PT Digital Sandi Informasi (DSI), which has collaborated with the Ministry of Communication and Information Technology. DSI is responsible for the development and maintenance of the system, including training for the operators and the upkeep of hardware and software.

### **Facilities and Infrastructure**

Because this service is still relatively new, for the first year of its operation it is still utilizing the facilities owned by the Ciamis Communication and Information Office. A third party provides the service for free in the first year as a form of initial compensation for the cooperation. However, for the following years, the local government must budget around Rp200 million per year to support the sustainability of this service.

### **Human Resources and Capacity Building**

As one of the important factors in the success of public services, human resources (HR) for the 112 service have received training, especially in the areas of public speaking and techniques for handling public reports (Apriani et al., 2024). Operators are also required to be able to synergize with other fields within the Department of Communication and Information, as well as to understand the standard operating procedures (SOP) that have been established to ensure the quality of service (Pakpahan, 2024).

Innovation continues to be carried out, one of which is the creation of a daily duty schedule application for officers, so that task implementation can be more orderly and accountable. For Saturday and Sunday, a work-from-home system has been implemented based on the Decree of the Head of the Department.

### **Level of Utilization and Community Participation**

Based on daily, weekly, and monthly reports, it is known that 40–50% of the people in Ciamis Regency are already aware of the existence of the Call Center 112 service. The reports received come not only from urban areas but also from various districts. This shows

that the service's reach is quite broad, although it still needs to be improved through continuous socialization. However, there are serious challenges related to false reports (hoaxes or prank calls). Based on internal evaluations, around 30% of the reports received are classified as not serious or false reports, which disrupts operational effectiveness. To address this, the government is making efforts to educate the public and is considering imposing social sanctions on those who misuse the services.

### **Technical Challenges and Development Strategies**

The technical challenges faced in the implementation of the 112 service include system disturbances (errors), the need for routine maintenance, and limitations in data integration. These conditions affect the continuity of services to the public (Judijianto et al., 2025). To address this, local governments are drafting more detailed SOPs and collaborating with various vertical agencies such as the Police Department, Fire Department, Basarnas, Traffic, and Babinkamtibmas. The hope for the future is that the 112 Call Center service can be integrated with the SP4N-LAPOR! system as a single digital-based public complaint platform managed nationally. This integration is expected to enhance the effectiveness of public services while supporting a more transparent and structured oversight system (Lathifah et al., 2024).

### **E. CONCLUSION**

The implementation of Call Center 112 services in Ciamis Regency is one of the innovative steps taken by the local government to improve the quality of public services. This service is designed to provide quick and responsive access 24 hours a day to the needs of the community, both in emergency and non-emergency situations. Call Center 112 not only enhances service efficiency but also promotes integration between agencies and the openness of public information, as mandated by Law Number 14 of 2008.

However, the implementation of this service still faces various challenges, such as limitations in infrastructure, technical disruptions in the application system, and a high number of false reports from the public. Nevertheless, through the preparation of SOPs, training of human resources, cross-sector cooperation, and planning for integration with the national SP4N-LAPOR! system, this service shows great potential to develop into an efficient and trustworthy model of digital public service.

The Ciamis Regency government needs to enhance massive and sustainable socialization to the public regarding the functions and benefits of Call Center 112, emphasizing that this service is not to be taken lightly to reduce the number of false reports. In addition, strengthening infrastructure and information technology systems must be a priority, including investment in facilities and maintenance of the system to ensure that services are not hindered by technical disruptions, as well as ensuring that the system can integrate with various other digital platforms. The improvement of human resource competencies is also important to be carried out through regular training for operators, particularly in aspects of communication, stress management, and technical skills, so that they can handle reports professionally. Regular supervision and evaluation of the performance of Call Center 112 need to be implemented to measure the effectiveness of the execution and encourage continuous improvement, including sanctions for the misuse of services. Lastly, the acceleration of the integration of Call Center 112 with national complaint systems such as SP4N-LAPOR! and other public services is essential to simplify complaint channels, expand outreach, and enhance the effectiveness of digital public services.

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