



QUALITY OF PUBLIC SERVICES THROUGH SOCIAL MEDIA

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ABSTRACT

The Regional Government of Malang City responds to the impact of globalization with the urgency of digitizing communication media between the government and its people. The response aims to establish a two-way relationship between government and society. The purpose of this study was to determine the quality of public services through social media on the Twitter account @PemkotMalang. This study uses a qualitative descriptive approach by analyzing qualitative data through a 3-month observation period on several documents, the appearance of the Twitter account application and the results of the research which are explained through descriptions in the narrative. The results of this study found that there were several efforts made by the Malang city government to improve the quality of public services through the @PemkotMalang twitter account through easy access to the @PemkotMalang twitter account, increasing content on the @PemkotMalang twitter account, and updating data & information displays. Improving the quality of public services provided can improve the image of the Malang City government in the eyes of its people. The digitalization of communication media is demonstrated by the City of Malang demonstrating its existence as a region that upholds the principles of transparency in good governance through the use of a Twitter account.

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1. INTRODUCTION

Malang City, which is located at an altitude between 440 – 667 meters above sea level, is one of the tourist destinations in East Java because of its natural potential and climate. Its location in the middle of Malang Regency is astronomically located 112.06° – 112.07° East Longitude and 7.06° – 8.02° South Latitude. The area of Malang City is 110.06 km² which is divided into five districts, namely: Kedungkandang, Sukun, Klojen, Blimbing and Lowokwaru Districts. The natural potential of Malang City is its relatively high location, which is 445 -526 meters above sea level. One of the highest locations is the Buring Mountains which are located east of Malang City. From the top of these mountains you can clearly see a beautiful view, among others, from the west you can see the rows of Mount Kawi and Panderman, to the north of Mount Arjuno, to the east of Mount Semeru and if you look down you can see the stretch of Malang City. While the rivers that flow in the Malang City Region are the Brantas, Amprong and Bango Rivers. The population of Malang City in June 2021 is 844,933 people. The population growth rate for 2020-2021 is 0.13 percent. Most of the residents of Malang City live in Kedungkandang District with a percentage of 24.63 percent or 208,075 people and the least in Klojen District, namely 11.13 percent or 94,072 people. The highest population density is in Klojen District, namely 10,654 people per square kilometer. The sex ratio in Malang City in 2021 is 99.02. This means that in 100 female residents there are 99 male residents.

Malang City as the center of education city activities. Meeting the expectations of smart cities will require leveraging both traditional and modern enablers to drive a sustainable economy. development, namely the ability to achieve the desired standard of living while ensuring responsible management of natural resources. Public service is an effort made to meet the community's need for services for goods/services/administrative services organized by government institutions or corporations in accordance with applicable regulations. Public services are carried out by officers, employees or other people who work within the scope of the agency whose job is to provide public services

for the community requiring fast and responsive services. In practice, the public services provided must be in accordance with the standards set by the government with the issuance of Law Number 25 of 2009. The issuance of these regulations is intended as a public service SOP (Standard Operating Procedure) to provide guarantees for the fulfillment of the rights to obtain public services. quality to all Indonesian citizens. These regulations are also used to regulate a clear relationship between rights and obligations between citizens as recipients of public services and officers/apparatuses within the scope of institutions as public service providers. The relationship between the rights and obligations of citizens and government officials needs to be clarified in order to create quality public services that are as expected by the constitution. Public services are carried out through handling public complaints (Setiawan, 2021), such as managing population-related information; Internal monitoring; extension and consulting services; and other types of administrative services.

In the era of globalization where technological developments are getting faster and more sophisticated, it has an impact on human life systems. Technology presents a new space that is virtual but feels so real for its users through social media. The existence of social media creates a virtual space for people to communicate who previously only knew real space in communicating with one another. Social media provides many options for people to communicate, starting from the direct message feature; upload photos and videos; caption; to features like, comment, retweet and other features that allow one user to communicate in two directions with many people at once (Setiadi, 2016, Sandy, 2020, Abidin, K. Z., & Soegiarto, A. (2021). The existence of social media makes communication a point to multiple points feels more optimal and efficient (Sosiawan, 2008, Rosana, 2010). Social media is not only used by ordinary people or individuals but also by brands so that communities also use social media as an effort to increase the effectiveness of their communication with other people. many. Social media has also begun to be looked at by various government institutions, both the central government and regional governments. The types of social media used also vary, some via Instagram, Tik Tok, Facebook, Twitter or other social media (Cahyono, 2016, Nainggolan et al, 2018) Creating social media specifically for related government institutions is useful so that people get access to public services, especially information Important information that not many people know will be more efficient if it is disseminated through social media, this is because apart from having a large audience or broad reach, social media also offers service costs that are much cheaper and even free. Service costs that are much cheaper than if you have to use offline media will certainly save the government's budget.

By using social media as a tool for providing public services, it is hoped that the resulting public services will be of better quality and in accordance with applicable SOPs (Furqon, et al. 2018, Nabila et al., 2022). One form is the use of Twitter as the official account of government institutions. Twitter has different characteristics from other social media accounts which tend to rely on photos and videos as their content. Twitter is more inclined to use text as content although this content can be accompanied by photos or videos. One government institution that uses Twitter as a tool to provide better public services is the City Government of Malang. The Malang city government's Twitter account has the username @PemkotMalang with around 66719 followers and joined since March, 2011. Several previous studies discussed the quality of service through social media but differed from other studies in terms of analysis, locus and research focus. Marthalina's research, (2022) discusses the quality of websites and social media managed by the Regional Government of Batam City which have been measured through 3 (three) main dimensions, namely content quality, service quality, and technical quality. Then, Mutiah, et al (2022), researched efforts to improve public services through the use of social media Instagram @ridwankamil with the theory of excellent service which fulfills 6 aspects including ability, attitude, appearance, attention, action and responsibility. Arianto's other research (2022) discusses the elaboration of social media-based public services during the Covid19 pandemic in Banten Province, and concludes that social media has played an active role as one of the main supporting channels for efforts to strengthen public services in Banten Province. This study aims to determine the quality of public services through social media on the Twitter account @PemkotMalang.

2. METHOD

This research use descriptive qualitative approach. A qualitative descriptive approach is a research method that uses qualitative data and the results of the research are explained through descriptions in narratives. The use of a qualitative descriptive approach is used to describe related problems which are the object of research through the depiction and description of how the problem occurs in reality. The use of a qualitative approach analyzes data in quantity through a 3-month observation period on documents, websites and applications in the City Government of Malang as well as research results in the form of journals, books and others which are implemented and analyzed descriptively in this study combined with the usability concept. information quality, and service interaction quality by Barnes and Vidgen (2002) .



3. RESULTS AND DISCUSSION

Improving the Quality of Public Services Through the Twitter Account @PemkotMalang

The government continues to be urged by the public to improve the quality of public services provided to the public. With the help of technology, improving the quality of public services is easier to realize. With technology, improving the quality of public services becomes cheaper in cost and more efficient in implementation. Technology allows the government to communicate with the community point to multiple points more easily, so that the government does not need to repeat important information that will be conveyed many times because the information submitted will be stored in a database and can continue to be accessed by the public as long as the data is not deleted. Malang City Government is one of the Education cities in East Java. Malang City is an education city where increasing urbanization is taking place so that the development and growth of both the economy, education and technology, as well as various other sectors tend to be faster than other cities in East Java. The Government of Malang has various social media to support the transparency of public services in accordance with the principles of good government. Accounts twitter, instagram, facebook. Among all the social media accounts owned by the City Government of Malang, Twitter has the most followers, around 66,719, followed by Instagram with 107 thousand followers, Facebook with 18 thousand followers, and YouTube with 6.77 thousand subscribers. In terms of digitizing public services, the Malang City Government is no less sophisticated. The quality of public services is what the Government of Malang City continues to try to develop through a Twitter account named @PemkotMalang. Improving the quality of service via the @PemkotMalang twitter account is carried out by:

1) usability of the @PemkotMalang twitter account By using social media as a medium of communication between the City Government of Malang and the community, it is certainly easier to access it. All you need is to have a Twitter account so you can find updates or developments in information on the @PemkotMalang Twitter account. The @PemkotMalang twitter account is also easy to find, just type the keyword "kotaMalang" in the search bar, the @PemkotMalang twitter account will appear which is equipped with a blue tick so as to minimize the existence of fake accounts that spread fake news (hoaxes). On the Twitter account page @PemkotMalang, visitors will see the description displayed by this account is a number that can be contacted for SMS, there is also an email address for the Malang city government and the inclusion of the QJUE application to become a media that bridges public complaints and unrest so that they are processed by the government.

Figure 1 Display of the @PemkotMalang twitter account page



Source : <https://twitter.com/PemkotMalang>

2) Information quality on the Twitter account @PemkotMalang Twitter account @PemkotMalang has a lot of quality information content for the community with various themes and fields discussed ranging from the fields of

economy, health, education to commemoration of holidays and celebrations in Malang and nationally in full on the account twitter @PemkotMalang, as shown in the following Twitter @PemkotMalang image.

Figure 2 Information on health conditions on the @PemkotMalang Twitter account



Source: <https://twitter.com/PemkotMalang>

Figure 2 shows quality information regarding the quality of people's food consumption patterns. This information contains various data regarding the condition of soybean data, where soybean is one of the vegetable sources that many people enjoy doing and is easy to get in the city of Malang. This information provides information to the public to remain aware of a healthy lifestyle and consumption of natural foods. In addition to information regarding health, other fields such as education are also discussed on the Twitter account.

Figure 3. Public service information on the @PemkotMalang Twitter account



Source: <https://twitter.com/PemkotMalang>

The content on the Twitter account @PemkotMalang consists of various themes and information displayed, starting from the education sector such as PPDB (New Student Acceptance); the health sector such as Vaccination Data Updates, PCR Tests, Antigen Tests, and Covid-19 Cases which are updated every day; information on tourist attractions and important events; and other important information such as information on webinars that can be attended free of charge, information on the achievements of the Malang City Government, information on natural disaster alerts, development of infrastructure projects & infrastructure facilities to the allocation of the APBD are also listed in it. The variety of content from the @PemkotMalang twitter account certainly makes it easier for people who want to find out various information is now available in one medium so that it is more efficient to reach as shown below:

Figure 4 Content of the @PemkotMalang twitter account on an Android phone



Source: <https://twitter.com/PemkotMalang>

3) service interaction quality pada akun twitter @PemkotMalang Dalam @PemkotMalang kita akan sering melihat pembaharuan atau update dari admin yang mengelola akun twitter ini. Setiap hari akun twitter @PemkotMalang akan terus mengupdate data atau informasi yang sekiranya penting dan pantas untuk diupdate sehingga masyarakat lebih mudah dalam mengakses data dan informasi yang terbaru dan bukan data lama, contohnya adalah Data Vaksinasi, Tes PCR, Tes Antigen, dan Kasus Covid-19 yang diupdate setiap harinya. Selain itu informasi

lain yang akan membantu masyarakat seperti informasi penutupan dan pembukaan suatu acara atau tempat wisata juga diinfokan disini.

Figure 5 Information on the Malang City Government opening PPPK vacancies on the Twitter account @PemkotMalang



Source: <https://twitter.com/PemkotaMalang>

Integrated use of information and communication technology across all domains of the public sector has the potential to enable Malang City to do more with less, and to raise living standards while generating economic prosperity. management of information and communication technology in the environment. The City Government of Malang, which was previously sectoral in nature, has changed with integration in the pattern of development and support for new, integrated and cross-sectoral information technology policies. The scope of the Information and Communication Technology Master Plan includes plans for development, development, utilization of information and communication technology which includes the following architectures:

1. Enterprise architecture which contains the design of a set of government business components that interact with each other in processing information that is prepared based on the government's strategic plan according to the fields and functions as well as the main tasks of each SKPD.
2. Application architecture that contains a series of principles, guidelines, descriptions, standards, and rules that direct the building, development and integration of applications needed to support the functions contained in each government business component
3. Information architecture, which contains types of information and databases arranged in a structured and integrated manner, in order to produce information according to government business components.
4. Integration architecture that contains standards and general rules that are widely used in the world and is the current technology trend used to regulate the types of data exchange between applications.
5. Infrastructure architecture that contains principles, instructions, and standards regarding hardware/software components needed to process data and present information so that it can be accessed by apparatus and the public in designated locations.

4. CONCLUSION

Based on the previous description, it describes the quality of social media services on the Twitter account @PemkotMalang based on usability, information quality, and service interaction quality. In accordance with this description, it can be seen that the Malang city government has gradually made efforts to improve the quality of public services through the Twitter account @PemkotMalang such as facilitating access to the twitter account @PemkotMalang; Lots and variety of content on the Twitter account @PemkotMalang and the data & information displayed is always updated. The Malang city government seems to have understood very well the urgency of digitizing communication media between the government and its people so that a harmonious relationship is established between the government and the community. By improving the quality of public services provided, it will certainly make the image of the government of Malang City even better in the eyes of the public. This is what the Government of Malang



wants to show its existence as a region that upholds the principle of transparency in good governance through the use of a Twitter account.

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