

EFFECTIVENESS OF ONLINE PUBLIC ASPIRATIONS AND COMPLAINTS SERVICES AT THE COMMUNICATION, INFORMATICS AND STATISTICS SERVICE OF BANJARMASIN CITY

By

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Article Info

Article history:

Received Dec 04, 2024

Revised Dec 29, 2024

Accepted Jan 27, 2025

Keywords:

Effectiveness, Aspiration Services and Community Complaints.

ABSTRACT

This study aims to describe the effectiveness of online community aspiration and complaint services at the Communication, Information and Statistics Office of Banjarmasin City. The research method was carried out with a qualitative approach. Data was obtained by conducting interviews and supported by documentation review. Data analysis is descriptive qualitative. The results showed that online community aspiration and complaint services were effective as measured by indicators: goal achievement, integration and adaptation were effective but not optimal

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1. INTRODUCTION

Public service is a means of fulfilling the needs of the community to build relations between the community and the government. Public service includes various forms of service, both in the form of goods or services which are basically the responsibility and implemented by government agencies to meet the needs of the community and the implementation of decisions of laws and regulations. The function of public service is one of the focuses of attention in improving the performance of regional government agencies, therefore automatically various public service services and facilities must be brought closer to the community so that they can be easily reached by the community.

Various problems related to public service practices in Indonesia are still experienced and felt by the community. The community has the right to report complaints and convey aspirations as a form of freedom of opinion related to public service problems in health, education, welfare, security, and national development needs. Public complaints are a form of implementation of public supervision submitted by the community, either verbally or in writing to the relevant government apparatus, in the form of contributions of thoughts, suggestions, ideas, complaints, or constructive complaints.

One of the hopes of the community in the services carried out by the Government is in accordance with the times, the more advanced the development of the times the use of technology can be a problem solver for existing public services. To improve public services to be faster, more transparent so that public services become effective and efficient, information technology can be utilized. Efforts are made to improve service performance by utilizing information technology in government administration. The application of technology in the field of Government has given birth to a concept called electronic government or e-government (Rahayu, et al., 2020: 236).

The government has established a policy for managing public service complaints by issuing Presidential Regulation Number 76 of 2013 concerning Management of Public Service Complaints and Regulation of the Minister of State Apparatus Empowerment and Bureaucratic Reform Number 46 of 2020 concerning the Road Map for the National Public Service Complaint Management System for 2020-2024. As an effort to follow up on this policy, the Banjarmasin City Government has created a website/information system for the public to channel their ideas, aspirations and complaints to the government. The website/information system is named the People's Online Aspiration and Complaint Service (LAPOR!). This service is a forum for public/community aspirations which can channel aspirations for the progress of Banjarmasin City to be better, apart from that it is necessary to know how effective the complaint service and delivery of public aspirations are which are managed by the Banjarmasin City Government Communication, Informatics and Statistics Service in fulfilling the rights of the public to convey their complaints and aspirations.



Figure 1. SP4N-LAPOR! Site Interface Display

Source: SP4N-REPORT! Site, 2024

According to Stoner (Steer, 2020:50) effectiveness is the key to the success of an organization. Providing effective services can mean achieving the goals set by the organization and the community is satisfied with the services they receive. Therefore, the effectiveness of public complaint and aspiration services at the Banjarmasin City Communication, Informatics and Statistics Service is very important as a benchmark for the success of services provided by a government organization in achieving predetermined goals.

Research related to the effectiveness of online public complaints has been conducted by Suri, et al. (2022), discussing the SPAN-LAPOR! complaint service by the Metro Government, using the theory of Sedarmayanti (2009) with three indicators; input, process and output. Then the research of Yahya and Setiyoso (2022) discussed the effectiveness of public services through the SP4N-LAPOR Application of Sukabumi Regency, using The theory of effectiveness according to Martini (1987) is measured through three approaches, namely: source approach, process approach, target approach. Meanwhile, this study uses Duncan's theory (Steers, 2020) consisting of three indicators of goal achievement, integration and adaptation.

Related to the complaint and aspiration submission services carried out by the Banjarmasin City Communication and Information Service, there are several problems that hinder the success of the service process from the community and institutions. Based on information from LAPOR! officers, there are still members of the community who do not understand the requirements for reporting complaints. In addition, when the public complaint service has carried out activities to submit complaints from the community concerned to the relevant service, sometimes the community thinks that the public complaint service is not carrying out its duties, even though the public service has reported its complaint but there is a delay because the relevant service must review the location of the problem of the reporter's complaint directly. Due to the lack of information regarding the clear follow-up time process for the report. To determine the effectiveness of online aspiration and complaint services for the community at the Banjarmasin City Communication, Informatics, and Statistics Service, this study was conducted.

2. LITERATURE REVIEW

Effectiveness means that previously planned goals can be achieved or in other words, targets are achieved because of the process (Pasolong, 2014: 4) According to James L Gibson et al (Pasolong, 2014: 4) effectiveness is the achievement of targets from joint efforts. The degree of target achievement indicates the degree of effectiveness. Mardiasmo (2017: 134) states that effectiveness is the relationship between output and objectives. The achievement of goals or targets that are determined is influenced by the contribution of output. If the output given is greater, the more effective the work process of an organizational unit. Effectiveness is assessed according to the measure of how far an organization has succeeded in achieving goals that are worthy of being achieved (Steers, 2020:6). Drucker stated that effectiveness means doing the right thing. If a certain goal can be achieved, we can say that the activity is effective. Effectiveness is generally seen as the level of achievement of operative and operational goals (Mutiarin & Zaenudin, 20214). Considering the opinions of the experts above, it can be concluded that effectiveness is a measuring tool for the success of a goal that has been achieved. Considering the opinions of the experts above, it can be concluded that effectiveness is a measuring tool for the success of a goal that has been achieved.

In relation to the concept of organizational effectiveness as put forward by Daft (2010:96), organizational effectiveness can be expressed as the level of success of the organization in its efforts to achieve its goals and objectives. Then Steers (2020:46) stated that organizational effectiveness is the extent to which the organization carries out all its main tasks or achieves its goals.

Gibson (1985) (Mutiarin & Zaenudin, 2021, 16) put forward the criteria for effectiveness, namely: 1) short-term criteria - productivity, 2) quality, 3) efficiency, 4) flexibility and satisfaction, 5) development, 6) medium-term criteria - competition, 7) long-term criteria - survival. Meanwhile, Duncan (Steers, 2020:53) said that the measures of effectiveness are: Achievement of 1) Goals, 2) Adaptation, 3) Integration.

3. METHOD

PenThis study uses a qualitative approach. Data collection techniques were carried out through interviews and supported by documentation reviews. Interviews were conducted with informants, namely Head of Public Communication Management Division and Head of Public Information Services Division of Communication, Informatics, and Statistics Office of Banjarmasin City. Informants were selected intentionally who were considered to understand the matters to be discussed. The research data were then analyzed descriptively qualitatively which included the stages of data collection, data condensation, data display and drawing conclusions or verification. with the aim of providing an overview of the findings regarding online public aspiration and complaint services with reference to theory.

4. RESULTS AND DISCUSSION

A. Overview of the People's Online Aspiration and Complaint Service (LAPOR!)

The People's Online Aspiration and Complaint Service (LAPOR!) is a social media-based and integrated aspiration and complaint facility built and managed by the Presidential Working Unit for Development Supervision and Control (UKP4) to involve public participation and improve two-way interaction between the community and the government in monitoring development programs. The following are the objectives of LAPOR!:

1. The organizer manages complaints from the public in a simple, fast, precise, complete and well-coordinated manner.
2. The organizer provides access for public participation in submitting complaints.
3. Improving the quality of public services.

Government agencies including local governments as an integrated aspiration and complaint management system can use LAPOR! internally. Public reports will be responded to by the LAPOR! admin. The verification process for public reports is carried out in less than 24 hours. Furthermore, verified reports are followed up by the relevant agencies within a certain period of time according to the type of case reported.

Banjarmasin City Government Since joining LAPOR! in 2017, there has been a lot of progress in development and services that come from direct complaints and aspirations from the community. Direct response to complaints or aspirations from the community that are entered in the lapor application is the city government's commitment to responding to all problems in the community. LAPOR! has three main complaint channels that can be easily accessed by the public through the website www.lapor.go.id or SMS to 1708 with the format Banjarmasin space fill in the complaint or download the LAPOR! application directly on a smartphone.

To facilitate the public in submitting complaints, the government has determined that complaint services be delivered online. The People's Online Aspiration and Complaint Service (LAPOR!) has been determined as the National Public Service Complaint Management System (SP4N) which is integrated nationally and can be accessed

officially through the website or by downloading the application. LAPOR! is determined as a general application for the Public Opinion Management Sector at the Banjarmasin City Communication, Informatics, and Statistics Service.

Here's how to submit complaints regarding public services in Banjarmasin City through the official SP4N-LAPOR channel! Public reports are submitted via SMS, type Banjarmasin (space) Fill in the complaint and send to 1708. Report to the official website www.lapor.go.id Via the SP4N-LAPOR! application on Android or iOS. Complaints made via the official report page or the application downloaded via iOS first go through an easy registration process, simply by filling in brief personal data such as full name and email. The public need not be afraid to submit their complaints or aspirations via LAPOR! because the relevant SKPD unit guarantees that the reporter's personal data and identity will be kept confidential. The submission of a good report is as follows:

1. Describe the main problem clearly, completely, and chronologically.
2. State the time and place of the incident, to facilitate review by the relevant SKPD.
3. Use good, correct and easy to understand Indonesian.
4. Attach supporting evidence if available.

The main admin then handles and verifies all incoming complaints which will then be positioned and answered directly by the authorized SKPD within five working days, this is because LAPOR! Banjarmasin is already connected to all SKPDs of the Banjarmasin City government. The public can report their complaints on the website/application or can send via SMS. The following Complaint Material Entered Through SP4N-LAPOR! in the Banjarmasin City Government Environment which is trending throughout the year 2023.

**Table 1. Trending Complaint Material Entered Through SP4N-LAPOR!
In the Banjarmasin City Government Environment in 20182023**

Answer Options	Evaluation
Public Information Request	61
Road repair	55
Garbage	33
Tree logging	12
Homeless/Beggars in Public Facilities	11
Primary and Secondary Education	10
Parking	8
Training and Empowerment of the Disabled	7
Clogged Toilet	6
Noise of Music and Motor Sound	4
Non ASN Welfare	4
Request for Making Speed Bump	3
Mutual Cooperation Request	3
Public Street Lighting Repair	3
Employment	2

Source: Diskomin & Sta City of Banjarmasin, 2024

The type of complaint related to requests for public information is the highest trending complaint material received through the SP4N-LAPOR! service in the Banjarmasin City Government environment in 2023, namely 61 reports. Meanwhile, the complaint material that was least frequently reported by the public in the city of Banjarmasin throughout 2023 was related to employment issues, public street lighting, mutual cooperation and speed bumps with the number of reports received not exceeding 3 reports each.

The Communication, Informatics, and Statistics Office of Banjarmasin City has units/fields that handle their respective affairs in the implementation of government affairs. Public complaint services are assigned to the Public Opinion Management unit/field to manage and serve every complaint that comes in and can be followed up by each related SKPD. This public complaint and aspiration service aims to improve the quality of public services by providing an opportunity for the public to convey their complaints and aspirations in the Banjarmasin City area. Stages of implementing public complaint and aspiration services or SP4N-LAPOR is:

1. Receiving Complaints via LAPOR
The first stage in service implementation SP4N-REPORT namely receiving complaints received from the public through the LAPOR! channels.
2. Verification and Disposition of Reports
Stages This there is a process verification of relevance completeness filing and requirements for incoming complaints.

3. Ensuring Completeness of Reports and Disposition

This stage is intended to ensure that the public complaints received are correct. is correct and has been distributed to SKPD and has the authority to follow up on complaints.

4. Disposition Information To Liaison Admin

Implementation complaint service via SP4N-REPORT! involving many parties, therefore the disposition is also conveyed to the liaison admins in each SKPD.

5. Providing Complaint Responses Through Admin Liaison

A complaint that has been disposed of by the main admin operator is then processed and followed up, both technically and non-technically, through the SP4N-LAPOR! service liaison admins at each selected SKPD.

6. Controlling the Process of Complaint Management According to SOP

The process of controlling and monitoring the implementation of complaint services via SP4N-LAPOR! channels is ongoing in a way Keep going continuously And continuous, from the first stage of receiving incoming complaints to The final stage is closing the complaint case because it has been handled.

B. Effectiveness of Public Complaints and Aspirations Services at the Communication, Informatics, and Statistics Service of Banjarmasin City

In the Presidential Regulation Number 76 of 2013 concerning Management of Public Service Complaints and Regulation of the Minister of State Apparatus Empowerment and Bureaucratic Reform Number 46 of 2020 concerning the Road Map of the National Public Service Complaint Management System for 2020-2024, states that LAPOR! was formed to realize a policy called the "no wrong door policy" concept. This policy is in accordance with the principle that guarantees the public's right that complaints from anywhere and of any type will be channeled to the public service provider authorized to handle them.

Formeasure effectiveness Public aspiration and complaint services at the Banjarmasin City Communication, Informatics, and Statistics Service are based on three indicators from Duncan (Steers, 2020:53), namely goal achievement, integration, and adaptation.

1. Goal Achievement

Achievement of goals in this case means that the entire effort to achieve goals is a process. Therefore, in order to ensure the achievement of the final goal, stages are needed in the sense of stages of achievement in all parts. Factors related to achieving this goal are the time period and targets which are concrete targets. Activities or services that have been planned are considered effective if they succeed in achieving their goals. Therefore, it is important to know the objectives in organizing the service of complaints and aspirations of the community.

Based on the results of the interview with the Head of Public Communication Management Division, the purpose of organizing public complaint and aspiration services at the Banjarmasin City Communication, Informatics, and Statistics Office is to establish closeness between the government and the community in conveying complaints in public services, therefore to facilitate the community in conveying their complaints and aspirations, LAPOR! was formed which is implemented online so that the community can submit reports anywhere and anytime without having to come to the service provider's office with a complicated process. Furthermore, the Head of Public Information Services Division explained that public complaint and aspiration services are organized to establish more intense communication between the government and the community so that LAPOR! was formed to support the government's goals.

Achievement of goals concerns the time period. Goals that have been successfully achieved within a specified time period are considered to have achieved their effectiveness. As the results of an interview with the Head of Public Communication Management Division of the Communication, Informatics, and Statistics Service regarding the time period required for handling public complaint and aspiration services, complaints received on LAPOR! will be immediately disposed of to the relevant agencies no later than within 3 days and must be followed up within 5-12 days. Meanwhile, in Banjarmasin City, according to the explanation of the Head of Public Information Services Division, reports are disposed of within half a day and followed up within two and a half days so that Banjarmasin City won the 3 best Nationally in 2021 regarding the handling of E-LAPOR! Reports that come in are quickly responded to by the LAPOR! admin so that it is faster than the specified time so that the report is immediately followed up by the relevant agencies, making Banjarmasin City enter the top 5 as the fastest and best response nationally in handling LAPOR!

One of the factors in achieving goals is targets and objectives. Targets and objectives are very necessary in organizing services. If the services provided have achieved the planned targets and objectives, then the service can be considered effective. This public complaint and aspiration service is targeted to reach all levels of society, especially young people and older people who still understand technology. The planned targets and objectives of the Public

Opinion Management Sector are young people and older people who still understand technology so that they can understand how to report complaints online.

2. Integration

Integration means smooth coordination and communication with other organizations and delivery of complaint service information to the public.

Information from the Head of Public Communication Management Division regarding the units/fields related to the implementation of public complaint and aspiration services, that they receive support and coordinate with other agencies/organizations related to the process of disposition of complaints to other institutions/agencies to be followed up by the South Kalimantan representative of the Indonesian Ombudsman Inspection Unit in a socialization event held in several sub-districts and villages in Banjarmasin City. In the socialization activity of introducing complaint services in the Public Communication Management Division, the South Kalimantan Representative of the Indonesian Ombudsman has collaborated several times and received support to get public attention regarding the importance of complaint services. In addition, coordination is not only carried out in the implementation of the service process but is also carried out when planning the target location for the introduction socialization.

Regarding the form of communication, namely the socialization of LAPOR! which is carried out to the community. The Head of the Public Information Service Division explained that the implementation of socialization is carried out online and offline, the introduction of LAPOR! online is done through the installation of pamphlets on social media, while offline is by visiting the sub-district and then inviting the community to participate in the introduction of this service. In addition, it also provides an understanding of the procedures for submitting complaint reports. Socialization is carried out online and offline in order to reach the entire community so that the community is increasingly familiar with the service and understands well how the process of submitting complaints is related.

Furthermore, it was stated about several reports with unclear information because it greatly affects the follow-up of the report, that the report was responded to quickly then the follow-up took a long time according to the problems reported. Sometimes some people do not pay attention to the clarity of the report even though during the socialization it has been explained about the procedure for good reporting such as not providing complete information about the place so that the related agency has difficulty reviewing the report. The results of an interview with one of the people who had participated in the socialization said that the socialization related to this complaint service by the Banjarmasin City Government, the LAPOR! socialization was carried out in the sub-district attended by many people, both parents and young people.

Based on the results of the informant interviews above, it can be seen that the obstacles in the socialization process come from the community itself who do not understand the use of technology in public complaints. In addition, some people do not have the means to support reporting these complaints so that people have difficulty in submitting complaints related to problems around them.

3. Adaptation

The ability of an organization to adapt to its environment illustrates that the organization is able to adapt. The benchmark for organizational adaptation in this case is the process of procuring and filling workers and facilities and infrastructure. Facilities and infrastructure are very important and needed because they are useful for supporting the implementation of service processes both directly and indirectly in an institution to achieve planned goals.

The facilities and infrastructure used as conveyed by the Public Communication Management Division can support public complaint and aspiration services. Then related to human resources tasked with managing public complaint and aspiration services, there are 3 people where each person has their own duties and responsibilities related to the implementation of the service.

To increase employee understanding according to the explanation Head of Public Information Services Division, that those who are tasked with this complaint service are given training and self-development every year by the Ministry of State Apparatus Empowerment and Bureaucratic Reform 3 times a year, then there is also development training provided by the province 1 time a year.

Based on the interview results, it can be seen that good facilities and infrastructure to support smooth service are quite complete, then the number of human resources is sufficient with their respective duties and responsibilities and complement each other in managing the service. In addition, employees working in the Public Communication Management Sector have also been given training to improve the quality of employees in carrying out the complaint service.

4. CONCLUSION

Based on the results of the research and discussion that has been carried out, it can be concluded that the online public aspiration and complaint services at the Communication, Informatics and Statistics Service in Banjarmasin City are measured by the following indicators: achievement of objectives, in this case, the time period and targets which

are concrete targets, integrationnamely smooth coordination and communication with other organizationsand adaptationnamely the process of procuring and filling the workforce as well as facilities and infrastructure can be saidhas been effective but not yet optimal because there are still delays in responding to complaints submitted by the public.

5. SUGGESTION

1. The Communication, Informatics, and Statistics Service must continue to provide outreach to the public regarding understanding of the procedures for making complaints.
2. So that service providers provide other alternatives to people who have limited facilities but want to submit complaints, such as providing special officers to handle complaints at the local sub-district so that it is easier for people to report offline.

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