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Jambi City Diskominfo's (Dinas Komunikasi dan Informasi) Public Service Communication Strategy Through the Jambi City SiKesal (Sistem Informasi Keluhan Masyarakat Online) Application in 2021

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ABSTRACT

Communication strategies need to be planned and implemented optimally to improve the quality of public services and build good coordination in carrying out public services. The purpose of this study was to find out the public service communication strategy of DISKOMINFO in Jambi City through the SiKesal application for Jambi City in 2021. This study used a qualitative research method with a case study approach with interview and documentation data collection techniques. The results of this study show that the Jambi City Diskominfo implements strategic communication according to the planning, implementation, and evaluation stages. This study shows the results of how the communication strategy can affect the goals that have been set. Diskominfo aims to provide maximum public services and get satisfaction from the community; it can be proven that all reports from the people of Jambi City through the SiKesal application in 2021 have been successfully responded to.

1. Introduction

Population density that occurs in various areas needs to get more attention, especially in urban areas, which are usually places for villagers to urbanize. According to Gottdiener, Hutchison, and Ryan in (Novenanto, 2018), urbanization of villagers to cities is not merely physical migration but also a process of cultural migration that becomes more urban and can occur anywhere. Population density in urban areas can trigger various public problems such as public transportation, public facilities, health, education, cleanliness, air pollution, extortion, the supply of goods and services, and other problems.

Jambi City is one of the areas targeted by villagers for urbanization. Problems caused by overcrowding can be handled with effective and efficient public service strategies and approaches. Public services are usually synonymous with direct interaction between the public and service providers, such as long queues, long hours, and convoluted requirements. It's different from now, where public services have made a lot of use of technology so that people can easily get their services, one of which is the government of Jambi City with the concept of e-government.

The Jambi City Government, as an e-government, built and established the SiKesal application in 2017 in an effort to provide services to the people of Jambi City so that they can deal with problems that exist in Jambi City. Public service itself is a legal product issued by the government to guarantee the rights of the people and the obligations of the state as stated in Law No. 25 of 2009 concerning public services. With this regulation, the Jambi City government implements public services through

the Jambi City Diskominfo by creating an innovation that makes it easier for the public to submit their complaints to the Jambi City government through the SiKesal application.

(Ahmad, 2022) said there were several purposes and objectives for making the SiKesal application, namely:

1. To provide a place for the public to submit complaints concerning public services.
2. To prevent the emergence of various problems related to public services.
3. As a means of ensuring the active participation of the community in realizing an administration of regional government that is clean and free from corruption, collusion, and nepotism.
4. To improve the coordination of public complaint handling services.
5. So that public complaints can be handled properly, correctly, effectively, and efficiently.
6. Increasing public complaints as social control over the administration of government and community services
7. Empowering public complaints as social control over the administration of government and community services

The creation of the SiKesal application is a form of communication strategy for Jambi City Diskominfo services in an effort to deal with existing problems in Jambi City by directly involving the people of Jambi City. A communication strategy is an important step in order to achieve a desired goal; without a communication strategy, the goals to be achieved will not run smoothly. Cangara in (Fazarusda, 2020) defines communication strategy as a series of combinations of all types of communication elements such as communicators, messages, channels (media), communicants, and influences (effects) that are designed to achieve communication goals properly.

The Jambi City Diskominfo Communication Strategy for providing public services through the SiKesal application in 2021 can be said to be effective because it has succeeded in responding to reports or complaints from the people of Jambi City. The details of reports entered in the SiKesal application in the last 2 years are as follows:

Table 1.   Table of Complaint Recapitulation for 2021 and 2022

Year	Number of Incoming Reports	Number of Completed Reports Handled
2021	182	182
2022 (*until August)	160	160

[a.] Source: Jambi City Diskominfo Official Document (2022)

According to table 1.1, the number of reports submitted to the SiKesal application in the last two years has been as many as 342 reports, with details in 2021 being 182 reports and for 2022 until August being 160 incoming reports, with the status of all incoming reports indicating that as many as 342 reports have been finished handling.

As a comparison factor, the Banda Aceh City government, in implementing the e-government concept, launched an online complaint application for its people, namely the Suwarga application, in 2018. The Suwarga application is a forum for the people of Banda Aceh City to be able to interact with the Banda Aceh City government. The community can submit various reports to the Banda Aceh City government, which will then be processed by the government as a form of providing proper public services. Based on the website at https://suwarga.bandaacehkota.go.id/ (accessed January 17th, 2022), the statistics of complaints in this application are as many as 81 reports, and reports that have been completed are 72.8%, or as many as 59 reports.

The next factor of comparison is the online complaint service application from Kotamobagu City, North Sulawesi, which was launched at the end of 2019, namely the Kinalang application (Aspirations Clinic and Complaint Service). Reporting from the official website of the Kotamobagu Kinalang application, http://kinalang.kotamobagu.go.id/front/dashboard (accessed January 17th, 2022), throughout 2021, the Kinalang application received a total of 29 incoming complaints with a statistic of 82.7% have been handled, or as many as 24 complaints.

This research refers to several previous studies that are almost identical to this one. The first previous study was "The Influence of Perceived Usefulness and Perceived Convenience on

Community Interest in the Use of the Jambi City Online Community Complaint Information System Application (Sikesal)" by (Amalia, 2020) which examined perceptions of benefit and convenience that would have a positive effect on people's interest in using them using quantitative research methods, and the research subjects were the community as users of the SiKesal application. My research examines the communication strategy of the Jambi City Diskominfo in providing public services through the SiKesal application using qualitative research methods, and the research subject is the Jambi City Diskominfo.

Furthermore, previous research on public services entitled "Public Mobilization in Implementation of Smoke-Free Beijing: A Social Media Complaint Platform" by (Zhang et al., 2019) This research discusses the application of online services through social media by non-governmental organizations supervised by the government, which focuses on public complaints about tobacco or cigarettes. In contrast to this research, which discusses online service applications through applications provided directly by the government to receive all forms of complaints from the public,

Then, research conducted by (Nuriali, 2022) entitled "Quality of Electronic Government in Health Services during the COVID-19 Pandemic Period in the Jambi City Information System Application (SiKoja)" examined health services during a pandemic through the SiKoja application and focused on discussing the quality of Jambi city government services in the health sector during a pandemic through several health service applications through the SiKoja application. Meanwhile, my research examines the Jambi City Diskominfo public service communication strategy, which specifically focuses on online complaint applications, namely SiKesal.

2. Method

This research uses qualitative research, namely, according to (Creswell, 2014:236) "qualitative research is research that focuses on data collection, analysis, and writing that comes from scientific disciplines and flows throughout the research process". The approach used in this research is a case study approach, namely understanding the background of an issue or individual interactions in a social unit or a group to get a detailed, in-depth, intact, holistic, intensive, and naturalistic picture (Nursapiah, 2020:129-130). The researcher uses a case study approach because it is in accordance with the nature and objectives of researchers who want to know and understand a real picture of the "public service communication strategy carried out by the Jambi City Diskominfo through the Jambi City Sikesal Application in 2021."

To collect the data needed in this study, it is necessary to collect data by using interviews to obtain complete and in-depth data according to facts related to the object of research. Interviews, according to Resi (2021: 349), are a data collection technique that is carried out directly by asking questions to the object being studied or to intermediaries who are familiar with the object being studied.

The researcher in this case chose informants using a purposive sampling technique, which according to Sugiyono (Lenaini, 2021) is a method for ensuring research illustrations with certain considerations that aim to make the information obtained later more representative.
Therefore, the researcher conducted interviews based on informant criteria that matched the object of this study, namely the administrator or manager of the Jambi City SiKesal application. The selection of this informant was based on the needs of researchers so that they could answer questions regarding the public service communication strategy for Diskominfo Jambi City through the Jambi City SiKesal application in 2021.

Apart from conducting interviews, the researchers also collected data with documentation related to the SiKesal application obtained either from the website, the application, or directly from the Jambi City Diskominfo. According to (Creswell, 2014:240) documentation collected during the research process is in the form of public documents such as newspapers, minutes of meetings, and official reports, as well as personal documents such as journals, personal diaries, letters, and e-mails. Meanwhile, according to Sugiyono in (Surokim Dkk, 2016:244) documents are records of past events in the form of a person's writings, drawings, and monumental works.

3. Result and Discussion

A communication strategy, according to Middleton in (Wijaya, 2015), is the best combination of all communication elements, including communicators, messages, receiving channels, and effects designed to achieve optimal communication goals. Then, according to Rogers in (Kurniadi & Hizasalasi, 2017), a communication strategy is a design that is made by involving new ideas to change human behavior on a large scale. Communication strategy is a combination of communication planning and communication management to achieve the goals that have been set, according to Effendi (Roospandanwangi, 2018). Meanwhile, the definition of a communication strategy according to Haris (Anggara & Sugandi, 2022) is one way to regulate the implementation of a communication process starting from planning, implementation, and the evaluation stage to achieve a certain goal.

Based on some of these definitions, it can be said that the communication strategy plays an important role in achieving a certain goal that has been set. To achieve this goal, the communication strategy must be implemented optimally by making a step-by-step plan that involves all elements of communication, from the communicator, message, and receiver channel to the effect, which is then designed with new ideas. Then one way to achieve the goals that have been set is to organize the implementation of a communication process that includes planning, implementation, and evaluation.

The communication strategy has functions both at the macro (a planned multimedia strategy) and at the micro (a single communication media strategy), as proposed by Effendy in (Priantoro, 2019), namely:

1. Disseminate communication messages that are informative, persuasive, and instructive in a systematic manner to the target to achieve optimal results.
2. Bridging the cultural gap due to the ease of obtaining and operating mass media.

Based on the definition above, it can be concluded that in order to achieve optimal results, the communication strategy plays an important role because it functions to disseminate informative, persuasive, and instructive messages on a regular basis by bridging the cultural gap.

As Effendy has said, "Communication strategy is a combination of communication planning and communication management to achieve the goals that have been set." As a result, the stages of the communication strategy combine communication planning and communication management.

Communication planning and management have been put forward by Cangara and Bambang Hariadi (Ahda & Rozi, 2022). Cangara said that communication planning has five stages: research, planning, implementation, evaluation, and reporting. Then Bambang Hariadi said there were three main steps in the strategic management process: formulation, implementation, and evaluation. There are 3 stages that have the same meaning as the planning stages mentioned by Cangara and the management stages mentioned by Bambang Hariadi; therefore, the communication strategy has 3 stages, namely:

1. Planning or formulation: this stage involves compiling steps and designing strategies that will be carried out in the future to set strategic goals. The strategy in this stage is to determine the source (communicator), message, target media, and expected effect.
2. Implementation: after making the formulation at the planning stage, carry out the implementation based on the plans that have been made. The essence of this stage is to disseminate the message to the targets set in the formulation.
3. Evaluation: this stage is to find out how the results of the activities that have been carried out, starting from performance, messages, and media, compare to whether the goals have been achieved.

The goal of the communication strategy, according to Ahda and Rozi (2022), is as follows:

1. Describe the essence of the message conveyed in order to attract targets.
2. Motivate someone to do something related to the message you want to convey.
3. Educate through the messages conveyed so that people can judge whether they are good or bad regarding the messages we convey.
4. Disseminate information specifically to predetermined targets.
5. Assist someone in making decisions from a series of pieces of information obtained.

The purpose of the communication strategy is, in essence, to deliver and disseminate messages or information to predetermined targets in order to attract the target's attention and get it to do something related to the message or information that has been conveyed.

The communication strategy carried out by the Jambi City Diskominfo in providing public services to the people of Jambi City is important because with a communication strategy, public services can be carried out easily by public service providers, and the public as recipients of public services can easily take advantage of services given to the public by expressing their aspirations to the government. A good communication strategy is needed to achieve the expected goals. The communicator must be able to understand what must be done in order to achieve the goals and how the goals can be achieved.

The communication strategy for providing public services has several stages, starting with planning, implementation, and evaluation. The planning or preparation stage involves designing policies related to handling complaints to determine strategic objectives by determining the communicator, message, media, targets, and expected effects, which will be explained as follows:

1. Communicator, public services through the Jambi City SiKesal application are at the city level, so those responsible in this case are the Mayor of Jambi through the Jambi City Diskominfo, who carry out the provision of public services, including at the planning stage. For this reason, Jambi City Diskominfo must be able to realize the goals of public services. At this point, Jambi City Diskominfo has created a platform to help the public submit complaints to the government in order to make it more effective and efficient.This is done by first considering the obstacles that exist when the community wants to submit a complaint, such as having to come directly to the relevant agency, which requires a long time, convoluted mechanisms, and difficulties in adjusting the issues to be reported to the relevant OPD (Organisasi Perangkat Daerah).

2. Order, the message here is information that the Jambi City government wants to convey and give to the public regarding the programs that will be carried out by the Jambi City government. The message conveyed is one of the main considerations in terms of the success or failure of implementing public service planning and minimizing misunderstandings between service providers and recipients.

3. Media, in conveying the messages that have been designed by the Jambi City government, the Jambi City Diskominfo conveyed its message through several media, such as print media, public service announcements, meetings, outreach, the Jambi City Diskominfo's official social media, and the Jambi City Government's official website.

4. Target or recipient, the people of Jambi City are the main target. Diskominfo Jambi City disseminates messages or information related to public services through several media so that they can reach all levels of society. Diskominfo Jambi City also disseminates messages through socialization to OPD-OPD representatives in Jambi City and also to heads of sub-districts and sub-districts, which will then be disseminated back to the community.

5. Effects or feedback, Jambi City Diskominfo created a program to assist and facilitate the community in achieving its goals. The expected goal is to improve the quality of public services in Jambi City, especially in the field of complaints, and to increase public awareness so that more people will participate in sharing their aspirations or evaluating government performance through the platform that has been provided.

After designing the communication strategy, the Jambi City Diskominfo carried out what was previously designed, starting from the communicator, message, media, targets, and expected effect. Jambi City Diskominfo inaugurated the SiKesal application in 2017 as a forum for the public to submit complaints to the Jambi City government. Then the SiKesal application was distributed through social media, print media, banners, outreach, and the Jambi City government's official website. The development of the SiKesal application was also motivated by Jambi City's selection as one of the 25 cities in Indonesia to launch Smart City; as a result, the Jambi City Diskominfo provides transparent public services by utilizing information technology as a form of e-government implementation. Even so, the Jambi City Diskominfo still has some notes regarding how the right strategy is to introduce the SiKesal application to the people of Jambi City at large to raise public awareness in Jambi City in order to contribute to building Jambi City by providing reports, which can be in the form of criticism, complaints, or complaints, through the SiKesal application.

At the beginning of its emergence, the SiKesal application was still in the trial-and-error stage, as reports suddenly disappeared and reports did not reach the relevant OPD. Then, in April 2019, the SiKesal application was upgraded to the latest version to make it more stable and cover previous errors. In practice, people who want to submit reports through the SiKesal application must log in using their NIK and first activate the GPS on their smartphone; this is done to avoid fictitious reports from the public.

The true purpose of public service is to get people's satisfaction. So, in order to achieve this goal, the SiKesal application provides a comment feature so that the public can express satisfaction with the reports that have been handled. In providing public services, Jambi City Diskominfo applies the principles of transparency and participation, meaning that the community contributes to building Jambi City by submitting complaints or complaints to the government, one of which is through the SiKesal application, after which every public report will always be given the latest information when it is processed. by sending photo evidence and an interesting description.

As an evaluation material, the SiKesal application is not the same as other applications where user activity is one of the evaluation considerations because the more people are active in providing complaints, the more problems there are in the city of Jambi. The evaluation of the SiKesal application is based on how many community reports were handled, how long it took to complete them, and, based on comments or reviews from the community after completing the report, whether the success or failure of the public services provided is in accordance with community satisfaction. This evaluation is carried out once a year.

The SiKesal application has a response time, which is useful for reducing the amount of time it takes OPD administrators to respond to public reports. Reports that exceed the response time will be considered failed reports. Despite the fact that it is referred to as a failed report, Jambi City Diskominfo continues to remind and socialize with administrative representatives from the OPD-OPD in Jambi City that the failed report must still be resolved and that no report is ignored. If the incoming report is not responded to beyond the response time, the OPD admin concerned will be asked to send a narrative along with photos of the results of their follow-up in response to the report to the Jambi City Diskominfo so that it can be input back into the SiKesal application. Then the report that previously failed will be a report that has been handled within 7 days. One of the efforts made by the Jambi City Diskominfo in responding to the OPD admin who was late in responding to community reports was giving a warning letter and inviting the OPD admins to socialize internally again.

This study shows the results of how the communication strategy can affect the goals that have been set. The Jambi City Diskominfo Communication Strategy for responding to Jambi City community complaints through the SiKesal application is in accordance with the stages of the communication strategy, starting from planning, implementing, and evaluating.

Jambi City Diskominfo first conducted an analysis of Jambi City's public services during the planning stage. Then, a plan is drawn up starting from who the communicator is, what the message is, through what media the message is spread, to whom the message is targeted, and what effect is expected. Jambi City Diskominfo designed a new system for providing public services by utilizing information technology to make it easier for the people of Jambi City to express their aspirations, namely through the SiKesal application.

After making plans to provide public services through an application, Diskominfo Jambi City began introducing the SiKesal application through several mediums. Basically, the purpose of a communication strategy is to spread messages or information to the intended target so that they are motivated to do something related to the message or information. So, in this case, the people of Jambi City who received the message could be motivated to take advantage of the facilities provided by the Jambi City Diskominfo to convey their aspirations. The interaction between the community and the Jambi City government through the SiKesal application runs effectively and efficiently. The community can easily submit their complaints, and the Jambi City government can easily respond to complaints from the public. The purpose of public service is to provide excellent service so that service recipients feel satisfied. Jambi City's Diskominfo has succeeded in providing excellent service, as evidenced by being able to complete all community reports that have been submitted through the SiKesal application.

As evaluation material, Jambi City Diskominfo seeks to provide the best public services for the people of Jambi City by improving the quality of the SiKesal application and fixing errors found in the SiKesal application. Not only are they trying to improve the quality of the SiKesal application, but the Jambi City Diskominfo and related OPD admins are also trying to improve their response times to community reports by seeing how the Jambi City community responds to or evaluates them.

Unlike some previous studies, this research examines how the Jambi City Diskominfo can provide excellent public services through public service applications, namely SiKesal, by implementing a communication strategy. The uniqueness of this research lies in the research approach that uses a case study approach. It can be seen that in 2021, the SiKesal application can complete all community reports that are submitted through the SiKesal application.

4. Conclusion

Based on the results of the research that has been done, the Jambi City Diskominfo communication strategy in providing public services has been carried out with systematic planning. It can be seen from the combination of elements of the communication strategy starting with the communicator, namely the Jambi City Diskominfo, that the messages and information conveyed have been carefully designed and then disseminated through the use of communication technology using new, more effective, and efficient media. then the intended target, namely the internal target, is the administration of OPD in Jambi City, and the external target is the people of Jambi City. The effect of implementing the public service communication strategy carried out by the Jambi City Diskominfo through the SiKesal application in 2021 is to make it easier for people to receive services easily and quickly, cut unnecessary things, and not have to worry about wasting their time and energy in submitting a complaint. In addition, the public can easily access public service policy information or provide comments and suggestions that can be used as evaluation material through the Jambi City government's official social media accounts or through the Jambi City government's official website.

The author suggests that Jambi City Diskominfo collaborate with experts to develop a more effective communication strategy for achieving goals both internally and externally, with the goal of further disseminating the SiKesal application to all levels of society in order to raise public awareness about the SiKesal application.

5. Acknowledgement

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