

Analysis of the Level of Responsiveness of Local Government Public Services through Social Media

Sherwin Mikhael SOANTAHON¹

¹Institution of State Administration of the Republic of Indonesia, Jakarta, Indonesia

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Corresponding Author:

Sherwin Mikhael Soantahon

Email:

sherwintobing@yahoo.co.id

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Abstract

Purpose

This study aims to analyze the level of responsiveness of local government public services through social media. This issue was raised due to the increasing trend of social media use by the public and the potential for providing public services to the community through social media. In this study, we will look at the level of responsiveness of local government agencies, especially city governments, in serving people who request public services through social media.

Methodology

This research uses a mixed approach (mixed method) with sample selection using random sampling techniques based on area (cluster random sampling). The sample used comes from representatives of the Regional Government from the city level based on the division of the western, central, and eastern parts of Indonesia.

Findings

The results of this study indicate that the level of responsiveness of local government public services through social media still needs to be higher. The sample analysis results in this study show that only 10.71% of official local government social media accounts respond to complaints/submissions of public services through social media.

Implication

From the results of this study, the level of responsiveness of local government public services still needs to be higher. It can hurt the quality and image of public services by the Regional Government.

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INTRODUCTION

The world's population has increased every year. Along with advances in technology, especially interconnected network (internet) technology, the number of the world's population using the internet is also increasing. In the Digital report, Kemp (2021; 2022a; 2023a) explains changes in the world's population along with the number of internet users and social media users from 2021 to 2023, as presented in the image below.

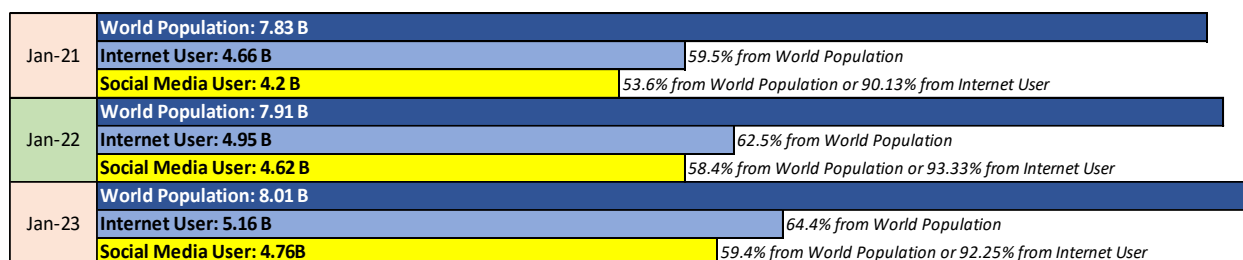


Figure 1. Changes in the total world population, internet users, and social media users and their percentages from 2021 to 2023 (processed by the author)

The report shows a consistent increase in internet and social media users from 2021 to 2023. Specifically, globally, the world's population in 2023 will reach more than 8 billion people, while internet users are around 5.16

billion people or about 64.4% of the world population. Meanwhile, social media users number 4.76 billion people or around 59.4% of the world population, and when compared to internet users, social media users in 2023 are around 92.25% of internet users. In other words, almost all internet users also use social media.

If the explanation above is a global picture, what about the picture of using the internet and social media in Indonesia? Kemp (2023b), in the special Digital Indonesia report for 2023, states that of the 276.4 million Indonesian population, 212.9 million of them are internet users (approximately 77.0% of the Indonesian population), and 167 million of them are social media users (approximately 60.4% of the population). Indonesia, or around 78.44% of all internet users in Indonesia).

This figure is up from the previous year's survey. In 2022, Indonesia's population will reach 277.7 million people, with internet users totaling 204.7 million people (around 73.7% of the total population of Indonesia) and social media users totaling 191.4 million people (around 68.9% of the total population of Indonesia or around 93.5% of users). Internet).

It can be concluded that in Indonesia, in general, there has been an increase in internet users from 2022 to 2023 of 4.01% and an increase in social media users of 14.61%. The increasing use of the internet and social media has brought socio-cultural changes and shifts in all aspects of human life, including public service. Setiawan (2021), in his research, found that the government can use social media as a medium for delivering public services because social media has benefits such as facilitating social transactions and providing communicative and interactive aspects in public services.

Related to the issues mentioned above, this study aims to analyze the level of responsiveness of local government public services through social media. This research is considered important considering several key factors, namely the awareness of the government, especially Regional Governments, about the phenomenon of increasing use of social media by the public, which must be addressed openly and dynamically by the government considering that one of the functions of the government is as an organizer of development activities and services that create community welfare (Suprianto, 2014) and as an academic reference as well as monitoring and evaluation media in supporting the spirit of the government through the Bureaucratic Reform movement program by carrying out eight areas of change where one of them is Improving the Quality of Public Services by the needs and expectations of society (Ministry of Administrative Reform and Bureaucratic Reform of the Republic of Indonesia, 2021).

Social Media and Its Use in Public Services. Social media refers to online platforms where users can easily participate, share and create various types of content, such as blogs, social networks, wikis, forums, and virtual worlds (Liedfray et al., 2022). In other words, with social media, various two-way activities can be carried out in various forms of exchange, collaboration, and mutual acquaintance in written, visual, and audiovisual forms (Setiadi, 2016).

Judging from the age of users, Kemp (2023b), in the results of the Digital 2023 survey in Indonesia, stated that the age of users who dominate the use of social media is the age of 18 years to 34 years. In contrast, female users are 29.4%, and male users are 33.2% of social media users in Indonesia. From this data, young and productive age groups dominate social media users in Indonesia.

Furthermore, from the same data source as the data above, in terms of selected social media, it states that the three most social media platforms used each month by users with an age range of 16 to 64 years are WhatsApp (92.1%), Instagram (86.5%) %, and Facebook (83.8%).

The use of social media for public services for the community itself is nothing new. The Governor of Central Java himself adopted social media to establish interaction and communication regarding public services in Central Java. Through social media, tweeters, the Governor of Central Java shares some public service information that the people of Central Java can access (Sukarno et al., 2021). Apart from being used by public official figures, several government agencies also organize social media in public services. Based on the research and discussion results, it is known that social media is used as a medium for outreach and collecting complaints in the public service process by government agencies. The use of social media is effective and is considered to facilitate the public service process; it is also a manifestation of the diffusion of innovation in the public service process (Yuliani, 2020).

In general, social media has played an active role as one of the main supporting channels for efforts to strengthen public services in government agencies, especially local governments (Arianto, 2020). According to Hidayat and Wenggi (2022), some of the benefits of public services through social media are that they can improve

the quality of public services to the community, can improve the government's image in the eyes of the people, and show the existence as a region that upholds the principle of transparency in good governance through the use of social media.

Responsive Public Services through Social Media. Bourgon (2007), in his theory, namely New Public Management Theory, said that one of the problem issues in the old concept of public management theory was a responsive public service workforce. Workers working in the public service sector must be flexible. To better serve the public interest, the government must be able to modernize its role and respond to the changing needs of citizens.

From the previous explanation, public services can be provided through social media. However, the question is how to form a good level of responsiveness for public services through social media. Judging from several previous studies, several important things that must be considered are the speed of response from service providers and behavior in responding.

Istanbulluoglu (2017) states that customers who use social media hope to get a response from service providers as soon as possible. In addition, a fast response increases customer satisfaction, regardless of the consumer's goals. Amaresan (2021) says that the dominant (as much as 34%) consumers want a response within one hour. The following is a statistical picture of the response time desired by consumers.

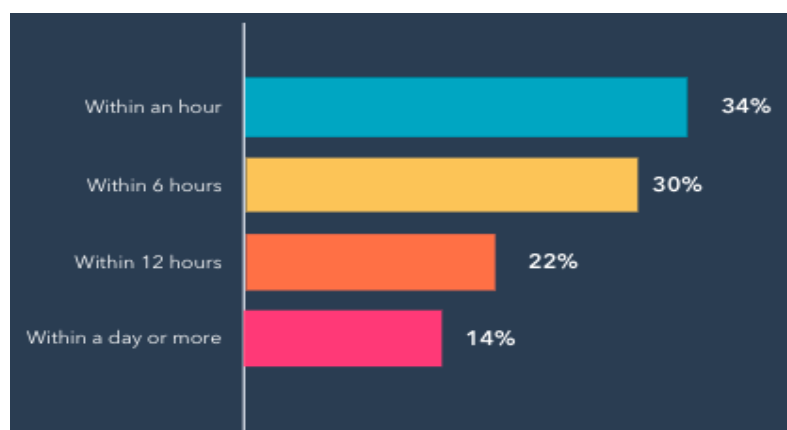


Figure 2. Response Time According to Consumer Expectations

Not only fast, but the attitude and behavior of public service employees also play an important role. Rahman and Rashid (2018) said that good behavioral responses affect consumer purchase intentions. Likewise, in public services, responses and responding behavior greatly affect improving public services through social media.

Implementing public services through social media should respond to communications in the form of complaints, requests for services, and questions from the public. It is essential to help improve the quality of public services and the image of government agencies.

Media Sosial vs Sistem Pemerintahan Berbasis Elektronik (SPBE). The government has long implemented the SPBE utilization policy. By definition, SPBE can be interpreted as a term used to describe the use of information and communication technology to improve the efficiency and effectiveness of government services. Another definition of SPBE is a form of commitment from the government to strengthen partnerships between citizens and the public sector (Arief & Abbas, 2021).

Government agencies have begun to use information technology to improve government services to the public, enhance good relations with business and industry, and improve efficiency in government management. SPBE is expected to reduce corruption, increase transparency, provide greater comfort, increase government revenue, and reduce costs (Arief & Abbas, 2021).

However, it turns out that there are many obstacles to implementing SPBE, including IT infrastructure, human resources, policies/legislation, politics, economy, geography, and culture (Arief & Abbas, 2021). In several

SPBEs, weaknesses are found in the business processes of implementing SPBEs and the quality of Government work that is effective, efficient, and productive (Hidayah & Almadani, 2022).

The question in this research is whether government agencies have accounts on social media applications. Then what is the level of response from government agencies in responding to public communications in the form of complaints, requests for services, and questions from the public?

METHODS

This study uses a mixed approach (mixed method). The reason for using this method is because mixed method research focuses on collecting and analyzing data and combining quantitative data and qualitative data (Saepul, 2010). This approach is suitable for this research which will collect and analyze data related to the level of responsiveness of the Regional Government at the City level as a research model in this study is described in the figure below.

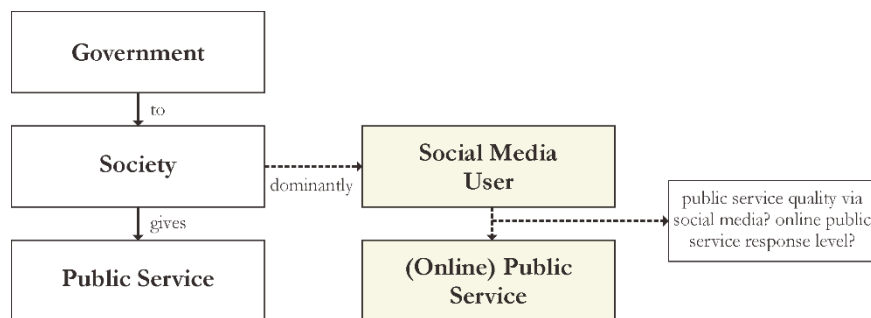


Figure 3. Research Model

The sample selection technique used a random sampling technique based on area (cluster random sampling). The sample used comes from representatives of the Regional Government from the city level based on the division of the western, central, and eastern parts of Indonesia.

As for the number of samples using the formula $N/(1+N.Moe^2)$ (Rao, 1996 on Sutopo, 2010). So from 98 local governments at the city level, the total sample is 28 cities. While the 28 cities are further divided according to the representation of the number of cities in each region of Indonesia; for the western part of Indonesia, the sample is 20 cities, the central part of Indonesia is six cities, and the eastern part of Indonesia is two cities.

In order to preserve the identity of each city in the sample, a code will be assigned to each one. The table below shows the cities' corresponding codes based on the research's sampling results.

Table 1. Cities and Research Sample Codes

No.	Indonesia Section	City	Code
1	West	City Sxxxm	BR01
2		City Bxxxi	BR02
3		City Cxxxn	BR03
4		City Sxxxg	BR04
5		City Bxxxm	BR05
6		City Bxxxi	BR06
7		City Sxxxg	BR07
8		City Pxxxn	BR08
9		City Pxxxa Rxxxa	BR09
10		City Pxxxh	BR10
11		City Sxxxi	BR11

12		City Sxxxo	BR12
13		City Gxxxi	BR13
14		City Lxxxe	BR14
15		City Bxxxi	BR15
16		City Txxxi	BR16
17		City Pxxxn	BR17
18		City Mxxxg	BR18
19		City Axxxi Jxxxa Sxxxn	BR19
20		City Bxxxr	BR20
21		City Pxxu	TG01
22		City Mxxxr	TG02
23	Middle	City Mxxxm	TG03
24		City Kxxxg	TG04
25		City Txxxn	TG05
26		City Gxxxo	TG06
27	East	City Jxxxa	TM01
28		City an Axxxn	TM02

The sample cities above will be analyzed in several ways, such as the availability of social media (in this case, the official account on the Instagram application), response time for complaints/submission of public services via direct messages on official social media accounts, and behavior/quality communication when interacting.

The tests and analysis are conducted through the official Regional Government social media accounts at the City level on Instagram. Some of the indicators seen are 1). Availability of official City Government accounts, 2). Response time duration, and 3). Quality of service through the response given.

Each indicator will be scored with three as the highest and 0 as the smallest. The explanation of the indicators above is as follows:

Table 2. Indicators and Explanations, and Scores

Indicator	Score	Explanation of Indicators
Availability of official social media accounts	3	Available, neatly organized, and clear account information and can be contacted/sent a direct message (direct message)
	2	Available, but not neatly organized, and account information is unclear but can be contacted/sent a direct message (direct message)
	1	Available, but cannot be contacted/send a direct message.
	0	Not yet available
Response time	3	A response of less than 1 hour
	2	The response is between 1 to 12 hours.
	1	The response is between 12 to 24 hours.
	0	Response more than 24 hours / unable to communicate
Quality of service through the response given	3	The use of language is excellent, and the information provided is complete (informative)
	2	The use of language is good, and the information provided is sufficient.
	1	The use of language is good, but it seems sober.
	0	The language and information used could be better.

RESULTS AND DISCUSSION

The study results of the three assessment indicators for the sample are as follows.

Table 3. Results of the Assessment of the Sample

Indicator	Score	In General		Based on Indonesia Section		
		Number of Samples	Percentage	Location	Number of Samples	Percentage
Availability of official social media accounts	3	22	78.57%	West	16	72.73%
				Middle	6	27.27%
				East	0	-
	2	5	17.86%	West	3	60%
				Middle	2	40%
				East	0	-
	1	1	3.57%	West	1	100%
				Middle	0	-
				East	0	-
	0	0	-	West	0	-
				Middle	0	-
				East	0	-
Response time	3	1	3.57%	West	1	100%
				Middle	0	-
				East	0	-
	2	2	7.14%	West	1	50%
				Middle	0	-
				East	1	50%
	1	0	-	West	0	-
				Middle	0	-
				East	0	-
	0	25	89.29%	West	18	72%
				Middle	6	24%
				East	1	4%
Quality of service through the response given	3	1	3.57%	West	1	100%
				Middle	0	-
				East	0	-
	2	2	7.14%	West	1	50%
				Middle	0	-
				East	1	50%
	1	0	-	West	0	-
				Middle	0	-
				East	0	-
	0	25	89.29%	West	18	72%
				East	0	-

Middle	6	24%
East	1	4%

From the indicators of the availability of official social media accounts, all samples already have official social media accounts. However, only 22 samples, or around 78.57%, have been organized and equipped with clear information and are dominated by samples from western Indonesia. The remaining 21.43% have yet to be organized and provided with clear information, although they can still be contacted.

While in the indicators of the duration of response time and quality of service through the responses given, the results are relatively the same. Of all the samples analyzed, 25 samples (89.29%) did not respond to complaints/submissions of public services submitted by direct message. There were only three samples (10.71%) who responded. Composition of only 1 sample (3.57%) responded under 1 hour, and the remaining two samples (7.14%) responded between 1 to 12 hours.

What needs to be observed from the results of this assessment is that the dominant sample needs to respond to complaints/submissions of public services through social media. It is still being determined whether social media has been officially established as a service line in the existing service procedures at the agency. This fact is interesting because many people use social media actively. It is miserable if government agencies already have official social media accounts but are not used interactively. So that social media could be utilized more effectively.

CONCLUSION

Almost all Local Government Agencies have official social media accounts. On one of the popular social media platforms, Instagram, all the samples studied have official social media accounts, although some need to be better organized and equipped.

However, the existence of the Regional Government's social media only helps public services through social media. It is evident from only a small proportion (around 10.71%) of official local government social media accounts responding to complaints/submissions of public services via social media direct messages. In other words, the level of responsiveness of local government public services through social media still needs to be higher. It can hurt the quality and image of public services by the Regional Government.

Through the results of this study, it is suggested that Regional Governments be able to use social media channels more in delivering public services. Given the great potential of active users who use social media in their daily lives and social media is also a showcase for local government public services.

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