

Public Services Bureaucracy Performance: Case Study Of Public Relation, Information And Public Communications In South Sulawesi Province

Kinerja Birokrasi Pelayanan Publik: Studi Kasus Humas, Informasi dan Komunikasi Publik di Provinsi Sulawesi Selatan

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Abstract

The research entitled Public Service Bureaucracy Performance (Case Study Of Public Information and Public Communications) has several problems, including the lack of maximum services provided by the communication and informatics department in terms of services to the community. Basically, research on the quality of public services is important to do, because the community as customer service has not been satisfied in terms of time, cost and quality of service that has been provided. For this reason, this research is aimed at improving the quality of public services, especially those carried out in the field of Public Relations, Information and Public Communication, South Sulawesi Province. To see the phenomenon above, the writer uses the Dwiyanto theory with five indicators, namely productivity, service quality, responsiveness, responsibility and accountability. In this study, the author uses a qualitative method with a case study approach. The results found are still rampant, sometimes admin operators are less responsive and sometimes operators do not understand that the report will be forwarded to the relevant agency. And the time of service is also not certain.

Keywords: *public service, customer satisfaction, quality service.*

Abstrak

Penelitian yang berjudul Kinerja Birokrasi Pelayanan Publik (Studi Kasus Informasi Publik dan Komunikasi Publik) memiliki beberapa permasalahan, antara lain kurang maksimalnya pelayanan yang diberikan oleh dinas komunikasi dan informatika dalam hal pelayanan kepada masyarakat. Pada dasarnya penelitian tentang kualitas pelayanan publik penting untuk dilakukan, karena masyarakat sebagai pelanggan pelayanan belum puas dalam hal waktu, biaya dan kualitas pelayanan yang telah diberikan. Untuk itu penelitian ini ditujukan untuk meningkatkan kualitas pelayanan publik khususnya yang dilaksanakan di bidang Humas, Informasi dan Komunikasi Publik Provinsi Sulawesi Selatan. Untuk melihat fenomena diatas, penulis menggunakan teori Dwiyanto dengan lima indikator yaitu produktivitas, kualitas pelayanan, daya tanggap, tanggung jawab dan akuntabilitas. Dalam penelitian ini, penulis menggunakan metode kualitatif dengan pendekatan studi kasus. Hasil yang ditemukan masih merajalela, terkadang admin

operator kurang tanggap dan terkadang operator tidak mengerti bahwa laporan akan diteruskan ke instansi terkait. Dan waktu pelayanannya juga tidak pasti.

Kata kunci: pelayanan publik, kepuasan pelanggan, kualitas pelayanan.

Introduction

Service is the main task that is essential from the figure of the apparatus, as a servant of the state and society. This task has been outlined in the preamble of the fourth paragraph of the 1945 Constitution, which is to protect the entire Indonesian nation and the entire homeland of Indonesia, promote public welfare, educate the nation's life and implement world order based on independence, eternal peace and social justice. Some experts and administrative theorists argue that the government's role should be focused on efforts to improve services to the community in addition to empowerment and development.

Public services have been regulated in the Law of the Republic of Indonesia Number 25 of 2009 concerning Public Services. Government Regulation of the Republic of Indonesia Number 96 of 2012 concerning the implementation of Law Number 25 of 2009 concerning the implementation of public services. Government Regulation of the Republic of Indonesia Number 2 of 2018 concerning minimum service standards. Meanwhile, public relations services are regulated in South Sulawesi Governor Regulation Number 18 of 2019 concerning Position, Organizational Structure, Duties and Functions and Work Procedures of the Statistics and Informatics Communications Office of South Sulawesi Province. Article 9 paragraph 1 Public Relations, Information and Public Communication has the following functions: a. formulation of technical policies in the field of public relations, information and public communication; b. implementation of technical policies in the field of public relations, information and public communication; c. implementation of evaluation and reporting in the field of public relations, information and public communication; d. implementation of administration in the field of public relations, information and public communication; and e. carrying out other official duties in accordance with their field of duty.

The duties of the Field of Public Relations, Information and Public Communication in article 9 paragraph 1 are; a. formulate an activity plan for the Field

of Public Relations, Information and Public Communication as a guide in carrying out tasks; **b.** distribute and give instructions for the implementation of tasks; **c.** monitor, supervise and evaluate the implementation of tasks in the field of Public Relations, Information and Public Communication to find out the progress of the implementation of tasks; **d.** drafting, correcting, initialing and/or signing official documents; **e.** attend meetings in accordance with their field of duty; **f.** coordinate the management of information and public media; **g.** coordinating the management of media communication channels; **h.** coordinate the results of the management of public complaints; **i.** formulate the pattern of public information service development; **j.** carry out documentation and classification of public information and communications; **k.** coordinate the processing of national and regional information/policies; **l.** coordinating the re-supervision of national content into regional content; **m.** coordinate the implementation of policy information dissemination through local government and non-government media; **n.** carry out monitoring, evaluation and reporting of public information; **o.** provide administrative technical services to the official apparatus related to the field of duty in accordance with the provisions; **p.** coordinate and carry out the publication, printing and distribution of activity information, greetings from the Governor and Deputy Governor, and facilitation of the provision of reading materials (newspapers, magazines, articles, and other forms); **q.** carry out monitoring, control, and evaluation of technical policies in the field of public relations, information and public communication including the management of public opinion, management of public communication media, and public information services; **r.** carry out coordination and consultation with government institutions and non-government institutions in the context of carrying out their duties and functions; **s.** assessing the performance of State Civil Apparatus employees in accordance with the provisions of laws and regulations; **t.** prepare a report on the results of the implementation of the duties of the Head of Public Relations, Information and Public Communication and provide advice on considerations to superiors as material for policy formulation; and **u.** carry out other official duties ordered by superiors in accordance with their field of duty.

This reality requires concern from the apparatus, so that in providing services to the community it is really excellent. This primacy will in turn get recognition for the quality of service that comes from the community itself. For this reason, it is necessary

to study in depth about the categories of services that satisfy the customer community so that they are in accordance with the changes in society that tend to be inevitable, so that improving the quality of service to the community in the face of the era of globalization really requires a strategy, starting from the strategy of designing excellent service in modern quality management to implementation of the design on service quality.

If it weren't for state pressure, of course, interested service users might not want to have anything to do with the bureaucracy. Seeing the 'mafia practice' which is a tradition of the Department of Communication, Informatics, Statistics and Encoding of South Sulawesi Province, is like creating an image of the bureaucracy not only as a tool of state control, but also as a money-sucking machine for the state and a group of unscrupulous officers in it. Even though the community is increasingly demanding the realization of healthy and fair public services. Unfortunately, public services that touch almost every corner of people's lives are not supported by an open decision-making mechanism and a democratic political process. Therefore, it is not surprising that public services in Indonesia have characteristics that tend to be corrupt, especially those related to the procurement of mandatory public service products such as public information services by PPID, Public Complaints Service by Baruga, and others (Effendi, T. 2006.).

Various phenomena describe the poor quality of public services, so the government both at the center and in the regions has an interest in improving public services. Various complaints in the community must be immediately entered and known to be immediately responded to by the relevant government agencies. In this case, the Government has opened an online complaint service which is managed by the Office of Communication, Information, Statistics and Encoding at all levels, both district/city and provincial. The complaint service in South Sulawesi Province is Baruga - SP4N-LAPOR (National Public Service Complaint Management System - People's Online Aspiration and Complaints Service) (<https://sulselprov.go.id>).

Baruga - SP4N-LAPOR in South Sulawesi Province is already in the Provincial, Regency/City OPD, and has even reached around 600 agencies connected to Baruga - SP4N-LAPOR. The position of the Office of Communication, Informatics, Statistics and Encoding of South Sulawesi continues to control the follow-up to incoming complaints, whether it concerns the authority of the central, provincial or district/city.

With the existence of Baruga - SP4N-LAPOR which is managed by the Office of Communication, Information, Statistics and Encoding, South Sulawesi. In addition, the Office of Communication, Informatics, Statistics and Encoding, South Sulawesi, especially through the field of public relations, carries out the following tasks: 1) preparing materials, coordinating and processing and presenting website-based data; 2) prepare materials, coordinate and empower social communication groups, and NGOs as partners in the community; 3) facilitate interactive dialogue between the government and social organizations, communities/students (Article 10 of South Sulawesi Governor Regulation Number 18 of 2019 concerning Position, Organizational Structure, Duties and Functions, as well as Work Procedures for the Office of Communication, Information, Statistics, and Encoding of South Sulawesi Province).

The quality of public relations services must be reviewed as an evaluation material considering that there are still many public service problems that are felt by the community. Basically, research on the quality of public services is important to do, because the community as customer service has not been satisfied in terms of time, cost and quality of service that has been provided. For this reason, this research is intended to improve the quality of public services, especially those carried out in the field of Public Relations, Information and Public Communication of South Sulawesi Province, but along the way, there are still many problems related to the provision of services to the community. There have been many stories or experiences from some or even almost all people as users of public services who have complained about the services that have been provided by every government agency.

Based on the explanation above, it is interesting that we discuss how to increase employee productivity related to services, and related to good service, and how about facilities in order to increase the ability of employees in the communication and information service of the province of South Sulawesi.

Method

This research is classified as qualitative descriptive research, which is to provide a systematic, factual, and accurate description or description of the object under study (Sugiyono, 2019). Qualitative research methods are used to examine the condition of natural objects (as opposed to experiments) where the researcher is the key instrument

and analyzed inductively. The results of the study emphasize meaning rather than generalizations. Qualitative descriptive research aims to describe symptoms systematically and analytically about the characteristics of certain individuals, symptoms, circumstances or groups or to determine the spread of a symptom or a certain relationship between a symptom and other symptoms. In research on the performance of public service bureaucracies in the Information and Communication Public Relations Division of South Sulawesi Province.

Data collection procedures are the steps of researchers in taking data to reveal a problem in research. Data collection can be done in several ways in a case study, namely; documentation, recording, archives, interviews, direct observation, and direct participation (Bungin, 2001). Triangulation is the validation of data in the form of checking with data credibility, triangulation techniques can be done in three ways (Moleong, 2012), namely:

- a. Source triangulation is data collection by checking other sources for the validity of the data that has been obtained previously.
- b. Technical triangulation is the collection of data from one source by using various methods or certain techniques to test for accuracy and inaccuracy.
- c. Time triangulation is concerned with different data collection times so that the data obtained is more accurate and credible from the results of interviews that have been conducted on informants

Result and Discussion

Productivity

Problems in organizations, especially the communication service, have their own problems, namely the monopoly attitude of some senior staff, the still strong practice of Corruption, Collusion, Nepotism, work arrangements (Nepotism), creating an unhealthy work climate, even some people/staff are forced to succumb to mental defeat, there is still a lack of infrastructure in the workplace so that some staff can be said to be out of work. The rise of administrative malpractice practices that cause human resources that do not develop as they should lead to minimal innovation from employees because the work is only controlled by a few people which results in unstable bureaucratic performance.

The above clearly disturbs the productivity of the organization because ideally the organization is a system so the people in it are a subsystem, if there is a slight problem it will disturb the system as a whole which results in the organization not being free to move.

Work productivity is the comparison between the results achieved (output) with the overall resources used (input). Productivity is an interdisciplinary approach to setting effective goals, making plans, applying productive ways to use resources efficiently, and maintaining high quality. In general and simple productivity can be interpreted as the relationship between output (goods ± goods or services) with inputs (labor, materials, money). Input is often limited to labor, while output is measured in physical units, forms and values.

The Factors Affecting Work Productivity. In the analysis of human resource management, employee productivity is a dependent variable or influenced by many factors (Sedarmayanti, 2001:57). That productivity is strongly influenced by factors as:

1. Work Attitude

Robbins said that work attitude is an evaluative response shown by a person to an object with a positive, negative or neutral level of attitude. Attitude puts all that in a frame of mind that likes or dislikes an object, moves toward or away from that object. Attitudes save energy and thoughts, therefore attitudes are not easy to change, one's attitude forms a consistent pattern. So a company should adapt its products to existing work attitudes rather than trying to change people's attitudes of course there are some exceptions where the huge cost involved in changing people's attitudes will pay off.

From the work attitude of the communication and information service, the employees, both state and contract civil servants, are generally fine. However, as explained above, there are several senior employees who dominate the work and it seems that only colleagues and their groups get jobs, while if they are not in that circle, their careers tend to be stagnant, which causes employees of the information and communication service in the provincial public information and communication sector. South Sulawesi tends to work collectively only involving a few people.

2. Skill Level

Skill levels are determined by formal and informal education, training in management and supervision and skills in industrial engineering. Employees who have education and have training will certainly have the potential to increase work productivity. In certain aspects, if employees are more skilled, they will be better able to use work facilities properly. Employees will become more skilled if they have the skills and experience.

The skill level of the employees of the information and communication service in the field of information and public communication in the province of South Sulawesi is adequate and fully supported by the latest equipment or technology according to the times. The employees are considered to be proficient in both administrative management, such as correspondence and the use of technology tools.

3. The relationship between the workforce and the leadership of the organization

Adequate seniority relations between employees are quite an obstacle but not too significant so that in general it can be said to be fine and the relationship between leaders is quite good because the leadership is more active because the leadership often encourages employees to take education and training as well as enhanced competencies in order to create services. good and clean bureaucracy of negative things.

4. Productivity management

Productivity management is an efficient management of sources and work systems to achieve resources and work systems to achieve productivity. Employee productivity, among others, is influenced by the provision of motivation by providing compensation (salary), welfare benefits, and improving the quality and ability of employees by providing education and training to employees.

With a performance-based budget that creates rewards and punishments that cause all employees to compete to perform, the better the performance, the higher the bonus, and vice versa. This is what causes a conflict of interest at the employee level, because employees divide work based on the element of proximity to friends only

5. Labor efficiency.

Labor efficiency, namely manpower planning and additional tasks, labor efficiency is basically the embodiment of ways of working. But overall the results of a work are also determined by humans as the implementation of work and the environment in which humans work and labor is very important for companies in managing, regulating, and utilizing employees so that they can function productively to achieve company goals, namely achieving work productivity.

6. Entrepreneurship.

Entrepreneurship is reflected in risk taking, creativity in doing business and being on the right track in doing business. Basically, a creative employee in the world of work will certainly encourage an increase in the production process so that the desired work productivity is achieved by the company. The development of the business world is an embodiment and in terms of the control of economic assets, it can be seen that a small number of large businesses control most of the national economic assets.

By instilling entrepreneurial values, almost the communication and information services do not run smoothly because the creativity of some junior employees is not channeled properly due to the seniority system which causes the career development of juniors to be hindered by people who feel they are more senior than them.

Quality Service

Public service basically involves a very broad aspect of life. The implementation of public services is an effort by the state to fulfill the basic needs and civil rights of every citizen for goods, services, and administrative services provided by public service providers. The 1945 Constitution mandates the state to fulfill the basic needs of every citizen for their welfare, so that the effectiveness of a government system is largely determined by the good and bad implementation of public services.

Good and excellent services will be felt by the community if the agencies or companies that provide these services can actually serve politely and professionally with quality service standards, good procedures, smooth, safe, orderly, there is certainty of cost and time, and law for the services that have been provided. People will feel satisfied if they receive good and professional service from service providers. If they

get satisfaction with the services provided, there will be trust from the community as service users to reuse the service. In addition, human resources (HR) are one of the determining factors for success in providing public services. Employees or employees as human resources (HR) who carry out public services should have knowledge, reliable abilities, skills, attitudes and good behavior.

The government as a service provider for the community is required to provide quality services. Moreover, in the era of regional autonomy, the quality of government apparatus services will be increasingly challenged to be more optimal, competent and able to respond to increasingly high demands from the community, both in terms of quantity and in terms of quality. Quality public services are services that are able to provide satisfaction to the community. This can be seen from the 5 dimensions of the quality of public services which are the benchmarks in providing satisfaction to the community, namely:

1. Tangible

With technological advances also adopted by the South Sulawesi provincial government by launching a public service quality service program, the government both at the center and in the regions has an interest in improving public services. Various complaints in the community must be immediately entered and known for immediate response by the relevant government agencies. In this case, the Government has opened an online complaint service which is managed by the Office of Communication, Information, Statistics and Encoding at all levels, both district/city and provincial. The complaint service in South Sulawesi Province is Baruga - SP4N-LAPOR (National Public Service Complaint Management System - People's Online Aspiration and Complaints Service) (<https://sulselprov.go.id>). Baruga - SP4N-LAPOR in South Sulawesi Province is already in the Provincial, Regency/City OPD, and has even reached around 600 agencies connected to Baruga - SP4N-LAPOR/

2. Reliability

With the SP4N-LAPOR, information and communication services can move quickly and reliably, such as the data above SP4N-LAPOR as the front line of community services for all regional work units under the auspices of the South Sulawesi

provincial government, this is clearly a new weapon for the government and reliable in the current era of globalization which has required the government to transform from manual services to all-digital services.

3. Responsivness

Regarding responsiveness, it does have its own problems, because each operator has limited knowledge and is sometimes confused about where to continue their services, because there is no flexible discussion room due to the seniority system. Ideally, seniors guide their juniors instead of giving or creating their own working groups.

4. Assurance

Related to SP4N-LAPOR there is no guarantee of a service sooner or later, this is because there is no minimum service standard (SPM) which causes SP4N-LAPOR to have problems of its own, so the public does not know the extent of the progress of their reporting and the extent of the report acted upon. The relevant agencies should make Minimum Service standards in order to create certainty of the services provided. This is done in order to create public trust in the government as well as to support the government programs of the Republic of Indonesia in terms of bureaucratic reform within the government, both ministries, institutions, and local governments.

5. Empathy

In terms of empathy, it is still very high, but the service providers can't do much because they are operators regulated by the system and the operators still have superiors. First, stating that empathy as a virtue in the realm of politics and public policy cannot be separated from integrity and expertise. Integrity will lead to a sense of empathy that is not manipulative, while expertise or competence will be able to bring a sense of empathy to objectivity. These two values will certainly remind us of the 2 (two) values in the Values of the Ministry of Finance, namely Integrity and Professionalism. With the existence of these two values, of course, for the field of information and public communication as part of the Ministry of Finance, it has the capital as a precondition in realizing a sense of empathy in providing services to the public. Employees in the field of public information

and communication as a public service can foster empathy and at the same time strengthen their understanding of the value of Integrity and Professionalism, so that the importance of empathy in public services can be realized in every service in the field of public information and communication.

Second, as it is a concern that public services that are being carried out at this time have shifted to technology-based services, it is also feared that this can erode the empathy of public servants, given that there is no longer direct communication between the community and public servants. This would be one of the relevant things to think about in the context of public services organized by the KPKNL. For example, most of the current auction services have been implemented through the auction.go.id application or the plan to digitize the submission of the management of State Receivables. These two examples can serve as contemplation for KPKNL regarding the importance of empathy in public services.

Responsiveness

In terms of responsiveness, it is quite high when it comes to SP4N-LAPOR because as soon as there is a report coming in, they immediately forward it to the relevant parties, for example, there are complaints from people in their area reporting an increase in COVID-19 cases that have not been served properly, so the employees in the field of information and communication the public forwards to the covid 19 team in the southern Sulawesi province such as contacting the team of health workers and regional disaster management agencies so that they can conduct investigations and take action, but this has its own problems, because SP4N-LAPOR can forward reports but the relevant agencies are forwarded can act quickly or not because the function of SP4N-LAPOR is only as a liaison for all agencies under the auspices of the South Sulawesi provincial government.

Responsibility

Responsibility is a task given to a person or individual by someone who has higher authority or authority and also responsibility can be shared with others while accountability cannot be shared with others. So that the synergy between the two (Accountability and Responsibility) will determine the sustainability or the realization of

Good Governance because Good Governance has one goal of creating government actors or government institutions who are responsible for the actions and tasks given.

The suitability of work practices in the field with applicable laws and regulations is sufficient in accordance with applicable regulations, but still needs to streamline the rules in order to create flexible conditions in the work.

Accountability

Talking about the accountability of the information and communication service, it is quite good, what's more, the communication culture of accountability to superiors is very good. Public service accountability is a measure that shows how big the level of conformity of the implementation of public services is with the size of external values or norms that exist in the community such as service transparency, principles of justice, guarantees of law enforcement, and service orientation developed towards the recipient community or service users. . The survey shows that the measure of the value of public service accountability is still not optimally manifested in public services in the field of public information and communication, such as the service process and service completion is still slow, not on time, services are less transparent in terms of costs and procedures, there are still differences. treatment in the provision of services, and service orientation that has not been much in favor of the interests of the receiving community/service users.

Public service accountability means that the implementation of public services must be accountable, both to the public and to superiors/heads of service units of government agencies, both regarding service processes, service costs and service products. Public service accountability is an obligation that must be carried out in full by every agency and service unit of government agencies in accordance with their duties and functions, so that the village government must be able to carry out full accountability in the implementation of public services, especially financial accountability, accountability for benefits or effectiveness, and accountability. procedural.

Conclusions

the need for increased productivity in order to support the acceleration of the implementation of good governance in order to create a conducive work climate, this can

all happen if all staff are professional, if the state civil apparatus is professional then it is certain that senior and junior practices can be eliminated and replaced with senior employee guidance to juniors.

Good service is a service that has minimum service standards and there is also timeliness provided by service providers to civil society who request services, the presence of SP4N-LAPOR makes a solution but this solution has another problem because sometimes there are human errors, especially in terms of operators who sometimes go wrong understood or misinterpreted wanting to forward the report to the targeted service unit.

Regarding the facilities at the communication and informatics office of the province of South Sulawesi, it is quite adaptive, because some of the equipment has been refurbished, which supports the acceleration of services to the community so that the people are satisfied, the government is happy.

As for suggestions to further researchers, I suggest that there is a more comprehensive title modification so that this research is more useful for the general public, and maybe it can be considered for further researchers to research quantitatively so that we can see based on numbers that might support the statements. in this research.

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