



Community Participation in the Implementation of State Administration to Improve the Quality of Public Services Through Social Media Optimization

Shandy Surya Irfanata¹, Dwi Fitriani², Ofi Kinestu Rilta Sembawa³

Abstract . : Community participation is very important in the implementation of state administration and public services. The government has the responsibility to meet the needs of community services in a quality manner. However, it needs to involve community participation starting from planning, implementation, to evaluation. Social media is currently an important channel for community interaction. Therefore, it needs to be optimized as a means of community participation. This research aims to analyze the role of optimizing social media in supporting community participation in order to improve the quality of public services. This qualitative research with literature studies shows that social media can be used to receive public input, provide service information , and increase public participation. In this way, it is hoped that the government can improve the quality of public services based on input provided by the public via social media. Optimizing the use of social media needs to be done to encourage active community participation.

Keywords : Community participation, public services, state administration, social media, service quality

1. INTRODUCTION

Public services are an important aspect of modern society, which not only includes the provision of administrative services, but also reflects the government's commitment to meeting the needs and interests of its citizens. However, in practice, the concept of public service is often accompanied by negative connotations due to various factors, such as slow response, lack of efficiency, and lack of community involvement in the process.

To overcome these challenges, it is important to understand that public services are not just routine activities, but are efforts to meet people's needs quickly, precisely and with quality. This requires active involvement from various parties, both from the government and from the community itself.

One of the key elements in improving the quality of public services is community participation. This participation includes various forms, ranging from contributions in the decision-making process to supervision of the implementation of public services. Through this active participation, the public can provide input, support policy implementation, and become partners in improving the effectiveness and efficiency of public services.

In today's digital era, technology has played an increasingly important role in facilitating public participation in public services. Social media, as an example of digital technology, has provided space for people to communicate, share information and convey input directly to the government.

2. RESEARCH METHODS

The research method uses literature study or literature review. In this way, the author can collect information that already exists in the literature to understand the conceptual framework and previous findings related to this research topic. This literature study presents a comprehensive picture in understanding the problem of the Community's Role in Public Services. In collecting data, we used the Library Research method in the form of books and Internet Searching in the form of articles relevant to the theme created as reference material for writers.

3. RESULTS AND DISCUSSION

Understanding Public Services

Service is a word that is familiar to every person in society. However, the word service often has negative connotations. Therefore, we need to understand service not from a negative side, but from the true meaning and why service has a negative image and how to build this service so that it becomes excellent. Service terminology comes from the word service. The definition of service that we often know is an activity/benefit offered by an organization or individual to consumers (those served), which is intangible and cannot be owned. In this sense, there are two sides to the service process, namely the service provider side and the service recipient side. From the side of the service provider, it emphasizes that service is an activity carried out to make the service recipient feel satisfied with the service provided. Thus, it is said that service is an effort to increase customer satisfaction. Public services are efforts made to meet the community's needs for goods/services/administrative services provided by government institutions or corporations in accordance with applicable regulations. Public services are carried out by officers, employees or other people who work within the scope of their agency, namely the state administration whose task is to provide public services for the community who need fast and responsive service. According to Law NUMBER 25 OF 2009, Public Services are: "Activities or series of activities in order to fulfill services based on statutory regulations for every resident and citizen for administrative services or services provided by public service providers." According to Article 5 of Law number 25 of 2009, it contains public services, which is the scope of public services in the form of public services and public goods along with administrative services which have been regulated in statutory regulations. Based on the explanation of the meaning of public services, we can conclude that public service administration is every activity or service activity in the form of public services or public goods carried out by regional government agencies, central government within

regional-owned enterprises, within state-owned enterprises or to society in accordance with statutory regulations. These regulations are also used to regulate a clear relationship between the rights and obligations between citizens as recipients of public services and officers/apparatus within the institutional scope as providers of public services. The relationship between the rights & obligations of citizens and government officials needs to be clarified in order to create quality public services that are in accordance with what the constitution expects.

Society participation

In the Indonesian Dictionary, participation is about taking part in an activity or taking part. According to Pidarta in Dwiningrum, participation is the involvement of a person or several people in activities. Mental, emotional and physical involvement in using all the abilities they have in the activities carried out and supporting the achievement of goals and responsibility for all involvement, participation carried out by the community as involvement in determining direction, strategy and government policies carried out by the government, community involvement in carrying the burden and reap the results or benefits of development. Notoatmodjo in Budiardjo stated that in participation, every member of the community is required to make a contribution or donation. This contribution is not only limited to funds and finances but can take the form of resources and ideas. In this case, it takes the form of 4M, namely *manpower* (power), *money* (money), *materials* (other objects such as wood, bamboo, rice, stone, etc.), and *mind* (ideas or thoughts). According to Cohen and Uphoff in Dwiningrum, participation is involvement in the decision-making process, implementing programs, obtaining benefits and evaluating them.

Digital Technology

Online collaboration, flexible working hours, and remote work are made possible by digital technology. This allows companies to create an inclusive work culture and allows employees to work from a place that is comfortable and suits their needs. Digital technology such as email, instant messaging, and online collaboration platforms make communication between employees in different locations or departments easier. This enables more efficient collaboration, rapid exchange of ideas, and increases employee engagement. New products (or services) that include digital elements, software or media materials that offer unique functionality or value to customers are referred to as “digital artifacts.” The term "digital platform" refers to a software-based platform created from an extensible code base of a software-based system that offers the underlying functionality shared by the modules and

interfaces on which they operate. Digital technology tools and systems that enable communication, collaboration, and/or computing capabilities are referred to as digital infrastructure. Digital technology is information technology that prioritizes computer/digital operations over the use of human power. However, with computerized systems and computer-readable formats, this process is usually automatic and more complex.

Government Performance

Government performance in the scope of organizational studies is at a macro level, the goals, ideals, and hopes of an organization which are sought to be achieved and realized through the organization. That a group of people who have loyal interests also strive to achieve them through organizations, whereas at the individual level, their various goals, desires, ideals, hopes and needs can only be channeled, fulfilled and satisfied using organizational channels. What is said in this way is because there is a relationship of dependency between humans and organizations in the sense that it is no longer possible for humans to achieve their various goals without using organizational channels and so on. According to Dwiyanto, government officials are workers who are paid by the government to carry out technical government tasks and provide services to the community based on applicable regulations. Meanwhile, according to Zainun, apparatus are the administrative aspects needed in administering the government or state as a tool to achieve organizational goals. Then Mangkunegara 7, explained that apparatus performance is the result of work in terms of quality and quantity achieved by an employee in carrying out his duties in accordance with the responsibilities given to him.

Community Participation in the Implementation of State Administration to Improve the Quality of Public Services Through Optimizing Social Media

The community has an important role in providing quality public services. The experience and knowledge of citizens in obtaining services must be seen as an important factor in making public service policies. It was conveyed that community participation in the implementation of public services can start from the preparation of service standards to evaluation and awarding, in formulating policies and monitoring public services. This has been regulated in Law no. 25/2009 concerning Public Services. This law encourages the implementation of Community Satisfaction Surveys (SKM), complaint management, utilization of public service information systems, as well as the implementation of Public Consultation Forums (FKP).

Public services are provided through handling public complaints such as managing information related to population; Internal monitoring; extension and consultancy services; and other types of administrative services. In the era of globalization where technological developments are increasingly rapid and sophisticated, it has an impact on human life systems. Technology presents a new space that is virtual but feels very real for its users through social media. The existence of social media creates a virtual space for people to communicate who previously only knew real space to communicate with each other. Social media provides many options for people to communicate, starting from the *direct message feature*; upload photos and videos ; *caption* ; to likes, comments, retweets and other features that allow one user to communicate two-way with many people at once. The success of local government will be assessed and supported by the community, including business actors as stakeholders in the quality of its services. The judge of whether the quality of local government services is good or bad is the community. With regional autonomy or handing over most of the authority from the central government to the regions, the regions will respond more quickly and effectively to community demands. Public services in regional autonomy will attract investors to invest their capital in the region.

Excellent service, fast, precise, easy, cheap, not complicated, is really needed by the business world. Service Standards need to be prepared for each regional agency, especially those tasked with providing services to the community. Public complaints about public services must also be accommodated and managed in such a way as complaint management to avoid public complaints turning into disputes or disputes due to errors in public services.

The importance of basing the essence of regional autonomy on the meaning of excellent public services has encouraged the government to issue several legal bases for implementing services to the community, namely Law Number 25 of 2009 concerning Public Services, Government Regulation Number 96 of 2012 concerning Implementation of Law Number 25 of 2009 concerning Public Services , and MENPAN & RB Decree Number 15 of 2014 concerning Service Standard Guidelines; Instruction of the Minister of Home Affairs Number 25 of 1998 concerning One-Stop Licensing Services in Regions; Government Regulation (PP) Number 15 of 2002 concerning Government Authority and the Authority of Provinces as Autonomous Regions. In the context of public services, each Ministry also issues technical regulations that regulate public services in accordance with their respective main duties and responsibilities.

CONCLUSION

Community participation is an essential factor for achieving the objectives of administering state administration and public services which aim to meet community service needs optimally. The involvement and input provided by the community from planning to evaluation is believed to be able to increase the relevance of government policies and programs and direct services according to the expectations of service users. The development of digital technology has created new virtual spaces for people to engage online through social media. The use of social media needs to be optimized as a means for the government to listen to people's aspirations and provide educational services. Likewise for the community to be actively involved in monitoring the implementation of public services. In general, it can be concluded that optimizing community participation through social media has the potential to improve the quality of public services according to expected standards. However, a joint commitment between the government and society is needed to utilize the potential of social media to achieve this goal. Continuous evaluation also needs to be carried out so that the benefits can continue to be felt in the long term.

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