

The Role of Social Media in Improving the Quality of Public Services in the Covid-19 Era at the Ombudsman Office in Makassar City

Rasmi ¹, Andi Rosdianti Razak ², Muhammad Yahya ³

¹)Program Studi Ilmu Administrasi Negara Fisip, Universitas Muhammadiyah
Makassar

Email: andirosdiantirazak@yahoo.com²

ABSTRACT

This study explains the quality of Makassar City Ombudsman Public Service through Social Media in the Covid-19 Era. The impact of the Covid-19 pandemic requires online-based services and is carried out through social media. This study aims to examine and describe the role of social media in improving the quality of public services at the Makassar City Ombudsman office seen in indicators of the quality of public services, namely transparency, accountability, coordination, participation, equality of rights and continuity between rights and obligations. This research uses qualitative research methods with descriptive research type. Collecting data using observation, interviews, documentation and media review. The results of this study are that the role of social media in improving the quality of public services seen from the aspects of transparency, accountability, coordination, participation, equality of rights and continuity of rights and obligations has been going well and is considered to have been maximized by the community. It can be concluded that social media has an important role to improve the quality of effective public services.

Keywords : Ombudsman; Social Media; Quality of Public Service; Pandemic Covid-19

INTRODUCTION

The government has implemented a new habit policy in the Covid-19 era which aims to keep people productive and safe (Nur et al., 2020). This will certainly change the face of public services as the estuary of bureaucratic reform which is still the main priority of government programs. The implementation of health protocols with movement restrictions will certainly have a direct impact on the community.

According to (Aras et al., 2020; Gassing et al., 2015; Rengifurwarin et al., 2018; Saggaf, Akib, et al., 2018; Saggaf, Aras, et al., 2018) The quality of public services is a dynamic condition related to products, services, people, processes and the environment. Service quality refers more to customer assessments of the core of the service, namely the service provider itself or the entire service organization. Currently, some people are starting to show their demands for excellent service, they no longer just need quality products but they are happy to enjoy the convenience of service.

De Villiers et al.,(2020) suggests that the government bureaucracy can develop the use of information and communication technology (ICT) in the implementation of government activities, facilitate interaction with the

community and encourage accountability and transparency of public service providers. In line with his definition, (Ahmad et al., 2015; Botituhe et al., n.d.; Nilwana et al., 2015; Padatu & Akib, 2018) also states that the use of social media to support government activities requires planning and managing changes that may occur in the organization, culture, human resources, structure and work processes in order to produce effective results. The use of social media can create more effective and efficient public services because the interactive nature of social media allows the public to interact directly with the government.

Social media, including Facebook, WhatsApp, Instagram, are media that are widely used and quickly spread to Indonesian society. The survey results according to Hootsuite (We are social), which is one of the Indonesian Digital Report service sites, show that data on internet and social media trends in 2020 in Indonesia currently reaches 175.4 million internet users and 160 million active social media users. The number of internet users in Indonesia who use social media encourages every government agency or state administrator to use social media as a medium for public services.

The Ombudsman is a State Institution whose function is to oversee the implementation of public services organized by State and Government administrators. One of the tasks of the Ombudsman is to receive reports on allegations of maladministration in the administration of public services. During the Covid-19 pandemic, public services at the Ombudsman Office were temporarily diverted online, but there were some public services that could not be carried out online. Therefore, the person in charge of public service providers needs to identify service products that can be accessed online and manually or directly so that people can continue to access services in current conditions.

The Makassar Ombudsman Office has used existing social media including Facebook, Instagram, Whatsapp, which are used to provide services to the community. Social media is used as a medium to provide information as well as a means to respond to any aspirations or complaints from the public who collect all complaints on social media and then respond and resolve them.

The use of social media for the public interest is an interesting thing to research, especially regarding the role of the development of information and communication technology in the delivery of messages by state institutions to the public with the aim of public interest and services. Based on this, it is interesting to see and study further how the Makassar City Ombudsman utilizes social media as a means of providing public services.

METHOD

This study was analyzed using a qualitative approach where the research was conducted for approximately 2 months on December 28-February 28, 2022, located at the Office of the Ombudsman of Makassar City. In this case the researcher tries to analyze how the use of social media in carrying out public services by the Ombudsman of Makassar City where the data generated in this study is in the form

of descriptive data obtained from data in the form of words, writings, and also documents sourced from informants. researched and reliable.

The subjects in this study were the Makassar City Ombudsman and social media users who had accessed the Makassar City Ombudsman's social media. Data collection techniques that will be used in this study are 1) Observation, this method aims to make direct observations related to the work process of social media that is devoted to public services. 2) Interviews were conducted according to the research subject that led to two subjects, namely Makassar City Ombudsman Office Employees and people who had accessed the Makassar City Ombudsman social media. 3) Documentation, as a tool to support the strengthening of the research conducted. 4) Media Review, reviewing the news both print and online related to the role of social media in improving the quality of public services.

Data analysis in this study was carried out through several stages, namely data reduction, data presentation and conclusion drawing (Sujarweni, 2018). The data validation technique used in this research is triangulation of sources, making comparisons by re-checking the degree of confidence in information obtained from different sources. Triangulation technique by checking data to the same source but with different techniques and triangulation of time to obtain valid and valid information data.

RESULT AND DISCUSSION

Administrative arrangements and work patterns within government agencies have undergone many changes as a result of the COVID-19 pandemic. The work process has shifted to realize optimal physical distancing from working in the office to working from home (work from home). The development of online-based service, administration and coordination processes began to be pursued as much as possible in each government agency environment, both central and local governments. Utilization of social media is done to maximize the services provided.

The Ombudsman of Makassar City as a State Institution that oversees the quality of services received by the community and accepts complaints with an orientation to community satisfaction. The Ombudsman of Makassar City utilizes several types of social media in carrying out its role. The Makassar City Ombudsman Facebook which was formed in 2019 has now been followed by approximately 750 other Facebook users and is active in posting at least 1 time a week (<https://www.facebook.com/ombudsmankotamakassar>).

The Makassar City Ombudsman's WhatsApp is used to respond to complaints and reports from the public. Likewise with the Makassar City Ombudsman Instagram, which is currently starting to be active in providing posts ranging from every activity carried out related to public services starting in 2019, from the time it was activated until now, the number of followers of the Makassar City Ombudsman's Instagram is 1,129 followers. Posts on Instagram belonging to the Makassar City Ombudsman which have been shared both in the form of images and videos to date have totaled 532 posts. (<https://instagram.com/ombudsmankotamakassar>)

This shows that the Makassar City Ombudsman is active in disseminating public service information through social media. In addition to Facebook and Instagram, the Makassar City Ombudsman also has WhatsApp which is used to respond to complaints and reports from the public. Another social media used for public services is Youtube, although its use is not as active as Instagram, Facebook and Whatsapp, but Youtube is also used regularly in disseminating information by the Makassar City Ombudsman.

Transparency

Based on the results of interviews conducted with the Makassar City Ombudsman Case Handling Assistant who also manages the Makassar City Ombudsman's social media accounts. The use of social media as a public service medium is basically adapted to existing activities. The use of social media has a very good influence in introducing the agency to the public. Social media as a tool used to spread a culture of transparency by providing information that is always sought after by stakeholders, allows citizens to know what is happening within the organization. Monitoring from social media related to complaints or reports from the public is carried out every day to find out whether or not there are reports or complaints from the public that enter through the social media of the Makassar City Ombudsman. The ease of accessing social media belonging to the Makassar City Ombudsman does not only have a positive impact but also a negative impact. The public is free to access and make reports without knowing the reporting requirements. Therefore, the information obtained by the Makassar City Ombudsman will be examined and reviewed for correctness before being followed up.

Accountability

The Covid-19 pandemic has forced the Makassar City Ombudsman to work extra to provide service satisfaction to the community. Therefore, in order to maintain optimal service, the provision of public services is carried out through social media to maintain maximum service.

The form of public services provided by the Makassar City Ombudsman, especially in providing information through social media, is delivered in the form of posts, both in the form of images and videos, which are delivered through the Makassar City Ombudsman's social media page. . Therefore, the Makassar City Ombudsman as a State Institution in charge of supervising the services provided by public service agencies is always in a state of readiness to receive and complete reports from the public regarding the maladministration experienced. In addition, another use of social media is to collect all complaints or reports through social media to be responded to and resolved. This is in accordance with Law Number 25 of 2009 Article 47 concerning Public Services which states that complaints received by service providers must be examined for later response in accordance with applicable laws and regulations.

Coordination

Based on Law Number 37 of 2008, the Ombudsman is not only tasked with receiving reports of alleged maladministration and following up on public reports, but is also tasked with coordinating or collaborating, and building networks to prevent maladministration. Based on the informants' explanations from the interviews, it can be explained that the Makassar City Ombudsman coordinates and visits official agencies both public and private related to reports handled or in accordance with the duties, functions and authorities of the Makassar City Ombudsman. One of the tasks of the Makassar City Ombudsman is to visit the location of the report handling and hold a meeting with the complainant and the reported party in the field or work partners.

Social media is used by the Makassar City Ombudsman to share information with the public. Every outside service activity is posted on social media, meetings or meetings with organizations outside the Makassar City Ombudsman office, attending seminars, workshops, workshops, training, conferences, discussions and other forum activities published on social media so that the public can find out. every activity of the Makassar City Ombudsman.

Participation

Community participation is one of the most important issues in realizing transparent, accountable and fair services. Community participation is one of the necessary conditions for good governance. The higher the involvement of the community, the various regional development policies will be able to represent the interests of the wider community. Community participation is needed so that they can participate in overseeing the implementation of public services.

Based on the results of the study, the service provided by the Makassar City Ombudsman by involving the community was considered good. The community believes that the Makassar City Ombudsman has provided the best, especially in services through social media. Officers provide a quick response, all reports that come in through social media will be described and processed further if they have been clarified as complaints or reports. The reporting party will be asked to complete the required files if they are not ready. If the complainant makes a complaint through the Ombudsman's social media, the complainant will be directed to fill out a form link to complete the requirements needed so that the report can be processed further.

Equal Rights

The provision of services fairly to the community is stated in Law Number 25 of 2009 concerning public services, which is not discriminatory in public services. To optimize public services during the pandemic, it is necessary to pay attention to the fulfillment of service principles, especially acts of being fair to every citizen.

In public services, the most basic thing is that the community has the right to get quality services in accordance with the principles and objectives of service, to know the truth of the contents of service standards, to supervise the implementation of service standards, to receive responses to complaints submitted, to receive advocacy, protection and fulfillment of services.

Continuity of Rights and Obligations

Makassar City Ombudsman as a public service provider Makassar City Ombudsman has obligations that must be fulfilled and implemented in public services. The obligation of the Makassar City Ombudsman in this case is to compile, set service standards and even publish service announcements. The existence of this obligation is the right of the community to know, supervise and even complain about any implementation that is not in accordance with service standards.

For the Makassar City Ombudsman, the use of social media for services, especially during the Covid-19 pandemic, is considered more effective than other traditional media. So to measure the extent to which public services have been optimally provided to the community, a benchmark is needed. Public services must be accompanied by service standards that become benchmarks to be used as guidelines for service delivery so that they become a reference for assessing service quality as an obligation and promise of the organizers to the community.

The quality of public services of the Makassar City Ombudsman in utilizing social media makes public services fast and flexible. Besides being used as a public service medium, there are positive and negative impacts arising from the use of social media in the public service process by the Makassar City Ombudsman. However, the use of social media is considered effective and is considered to facilitate the process of public service. However, government policies through social restrictions and working from home during the Covid-19 pandemic have become obstacles for the Makassar City Ombudsman in providing public services. Lack of budget and support for facilities and infrastructure causes services to be hampered. Therefore, social media is used to maintain maximum service even though there are still many people who come directly to the Makassar City Ombudsman Office to make reports/complaints.

CONCLUSION

The quality of public services of the Makassar City Ombudsman in utilizing social media makes public services fast and flexible. Besides being used as a public service medium, there are positive and negative impacts arising from the use of social media in the public service process by the Makassar City Ombudsman.

However, the use of social media is considered effective and is considered to facilitate the process of public service. However, government policies through social restrictions and working from home during the Covid-19 pandemic have become obstacles for the Makassar City Ombudsman in providing public services. Lack of budget and support for facilities and infrastructure causes services to be hampered. Therefore, social media is used to maintain maximum service even though there are still many people who come directly to the Makassar City Ombudsman Office to make reports/complaints.

REFERENCES

- Ahmad, K., Dirawan, G. D., Akib, H., Kahar, F., & Malik, T. (2015). *Knowledge Problem of Collaboration in Regional Development Planning (Case Inmamaju Regency)*. 13(4), 1721–1736.
- Aras, M., Syam, H., Haris, H., Jasruddin, M., & Akib, H. (2020). *The Analysis of Mix Marketing System Toward The Perfomance of Convection Business in Makassar*. 226(Icss), 1104–1107. <https://doi.org/10.2991/icss-18.2018.233>
- Botituhe, N., Akib, H., & Gani, H. A. (n.d.). *Strategy Formulation through Identification Of Asset Management Problem Of The Gorontalo City Government*.
- de Villiers, C., Kuruppu, S., & Dissanayake, D. (2020). A (new) role for business – Promoting the United Nations’ Sustainable Development Goals through the internet-of-things and blockchain technology. *Journal of Business Research*. <https://doi.org/https://doi.org/10.1016/j.jbusres.2020.11.066>
- Gassing, H., Akib, H., Makkulau, A., & Kahar, F. (2015). Human Resources Development Based On The Quality Of Working Life In The Department Of Regional Employment, Education And Training, Jeneponto Regency. *International Journal of Academic Research*, 7.
- Miles, M. ., Huberman, A. ., & Saldana, J. (2014). *Qualitative Data Analysis, A Methods Sourcebook* (Tjetjep Rohindi Rohidi (ed.); 3 ed.). UI-Press.
- Nilwana, A., Akib, H., Rusdi, M., & Tahmir, S. (2015). Competency-Based Analysis On Government Apparatus’performance In Sidenreng Rappang Regency South Sulawesi Province. *International Journal of Academic Research*, 7(1).
- Nur, A. C., Burhanuddin, H., Niswaty, R., Cante, S. R., & Akib, H. (2020). Opportunity to develop on enterpreneurial outbreaks of endemic COVID-19 in South Sulawesi Indonesia. *Available at SSRN 3637252*.
- Padatu, B., & Akib, H. (2018). Government 2.0: Alternative Public Sphere and Public Policy Making Process (Region Government of Surakarta Case Study). *1st International Conference on Social Sciences (ICSS 2018)*.
- Rengifurwarin, Z. A., Akib, A. H., Jasruddin, U. N. M., & Salam, R. (2018). Snapshot of Public Service Quality in The Center For Integrated Business Service (CIBS), Cooperative Micro Small and Medium Enterprises (CMSME), Maluku Province, Indonesia. *Journal of Entrepreneurship*

Education, 21(3).

Saggaf, M. S., Akib, H., Salam, R., Baharuddin, A., & Kasmita, M. (2018). *The Quality Analysis Of Academic Services.*

Saggaf, M. S., Aras, M., Akib, H., Salam, R., Baharuddin, A., & Kasmita, M. (2018). *The Quality Analysis of Academic Services Based on Importance Performance Analysis (IPA).*