

EFFECTIVENESS OF THE *SUPER* APPLICATION AT THE SUKABUMI CITY COMMUNICATIONS AND INFORMATION OFFICE

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ABSTRACT

E-governance is an electronic government system where the government in practice uses advances in information technology in providing services to the public to simplify the service process and is seen as more efficient and effective in achieving public services. with the complicated bureaucracy of an institution, it results in people's indifference in resolving a problem that occurs. Therefore, the Sukabumi City Communication and Information Department has a program, namely the Sukabumi Participated Responder (*SUPER*) application, which aims to make it easier for the public to convey complaints, criticism and suggestions. This research uses Qualitative methods with data collection techniques of observation, interview, and documentation. Data validation using triangulation in this study used source triangulation and technical triangulation. This research uses the theory of measuring effectiveness according to Gibson which has principles namely Production, Efficiency, Satisfaction, Adaptation, and Development. Data analysis uses Creswell's analysis techniques, namely Processing and Preparing, Reading Information, Analyzing, Coding, Describing, and Interpreting. The results of this study indicate that the *SUPER* program has not been effective because community aspirations still require time in the follow-up process, and the lack of socialization to the community regarding this program has not gone well so there are still many people who do not fully know about the *SUPER* application.

Keywords: *Effectiveness, SUPER, Public Services*

A. INTRODUCTION

Based on the *Undang-undang nomor 25 tahun 2009* Today's rapidly expanding use of information technology has even become a human necessity in everyday activities, advances in information technology have become a tool that can facilitate human tasks and work. Governments as public organizations are

challenged to adapt and innovate in today's era of digitalization by keeping to the principles of public service. As the maintenance of public services is supposed to be, the government must meet citizens' basic needs and civil rights of citizens to public goods, public services, and administrative services.

The concept of e-government is a response to today's era of digitalization. In order to implement the concept of e-government, the government issued the Electronic Government System Regulations (*SPBE*) in 2018 with the *Peraturan Presiden (Perpres) No. 95*. By *Keputusan Presiden Nomor 95 Tahun 2018*, the Government of the Republic of Indonesia established, among other things, the National Public Service Complaints Management System (*SP4N*) - People's Aspiration and Complaint Services (*LAPOR*) Online or *E-LAPOR*. According to the *Perpres*, the introduction of e-government in Indonesia is aimed at implementing clean, efficient, transparent and accountable governance, so e-government maintenance requires administration and management electronically, based on a management system at the national level.

In this case, the Sukabumi City government has implemented the oppression in a policy through Sukabumi Participatory Responder program. (*SUPER*). This app is a mobile-based public complaint service program that involves public participation and is two-way so that the public can communicate complaints, advice and criticism to the relevant agencies.

The Sukabumi Participated Responder (*SUPER*) app service is connected to the entire Sukabumi City Government agency and is directly integrated with the central government e-report. Thus, any report received through the *SUPER* App can also be read and received by *e-LAPOR*.

Therefore, public satisfaction is crucial to public organizations because of the public confidence relationship. The better the management and the quality of the service provided, the higher the confidence of the people (high trust). From the data obtained from the Department of Communications and Informatics Selaku *SUPER* application manager as in the table below:

Table 1.1: Number of public complaints during 2022

Aplikasi	Jumlah LAPORan Selama Tahun 2022
Facebook	41
Youtube	73
Sukabumi.go.id	22
Instagram	157
Twitter	171
E-LAPOR	165
<i>SUPER</i>	156

Source: Sukabumi City Communications and Information Office

From the table above, the number of complaints about the application Sukabumi Participated Responder (*SUPER*) has 156 public complaints in 2022. Most complaints were registered via the social network Twitter @pemkot_sukabumi with 171 complaints. This shows that people prefer to submit complaints or requests via an informal application, namely the social media Twitter @pemkot_sukabumi compared to a specially designed application, namely the Sukabumi Participated Responder (*SUPER*) application.

This shows that the Sukabumi Participated Responder (*SUPER*) application is not yet a top priority when people want to submit complaints. In fact, some users of the Sukabumi application feel dissatisfied with the services provided and the follow-up response from the application is slow and not optimal. Therefore, researchers are interested in finding out more through this research to explore "how effective application-based complaint services are and find out the inhibiting and supporting factors in implementing the Sukabumi Participated Responder (*SUPER*) application in Sukabumi City."

B. LITERATURE REVIEW

Effectiveness

Gibson's Effectiveness (1994:32-33) argues that effectiveness is the result of achieving a goal and a goal that has been agreed upon to a common goal. The level of objective and the target indicates the level of effectiveness. Achievement of the goal and the goals is determined by how much output has been made.

According to Siagian (2002:04), efficiency refers to the utilization of resources, facilities and supplies in determined quantities to produce the number of goods required for operational services. Efficiency shows that in terms of achieving there are no targets that are not specified. If the results of the activity are closer to the target, the effectiveness will be greater. Meanwhile, according to Kartika, et al (2018:29) Effectiveness is a measure that states how far the targets (quantity, quality and time) have been achieved by management, where these targets have been determined in advance.

Based on the opinion of the experts above, then what is meant by the effectiveness of this study is a measure that describes the extent to which the goals can be achieved by the Sukabumi City government based on the targets or standards that the Government of Sukabumi City has set.

Effectiveness Measurement

Gibson (1994:32-33) expressed his opinion on effectiveness, and the indicators used to measure such effectivity are: 1) Production 2) Efficiency 3) Satisfaction 4) Adaptation 5) Development. Further related to the measurement of effectiveness, that is, according to Nugroho in Andriani (2023: 286-287) explains that the indicator or push measure of efficiency basically has five principles that must be met in measuring efficiency, i.e. 1) the correct policy 2) the correct implementation 3) the correct target 4) the correct environment 5) the correct process.

In this study, the researchers will use the measurement according to Gibson to measure the level of effectiveness of the program as well as the success and failure of the Sukabumi Participated Responder (*SUPER*) application-based complaint service program. By using the measurement of effectiveness according to Gibson is expected to be able to answer every question of the focus of this research, seen from five points namely: 1) Production 2) Efficiency 3) Satisfaction 4) Adaptation 5) Development.

E-Government

Hardiyansyah (2011: 109) defines e-government as a utilization of information technology which is a tool that helps the process of running the

government system effectively and efficiently. Because in e-government, we should not be stunned by the word "e" alone, but what should be more concerned about is how the government processes itself. There are also two things that can be taken in the definition of e-government, namely, first, the use of technology such as the internet and mobile computing equipment (cellphones, laptops, PDA) as a tool, and second, the purpose of its use so that the government can run efficiently. So with e-government, all government processes or procedures can be carried out more quickly if used properly. So e-government is a form of governance application that focuses on public services by using information and communication technology in providing services to the community effectively and efficiently. So that people can access from various places without any obstacles that can limit the community in using public service facilities.

Sukabumi Participated Responder

Sukabumi Participated Responder (*SUPER*) is an application-based complaint service program that was launched on December 17, 2018, by the government of Sukabumi City and the communications and information services department. This remarkable application was created on the initiative of the city government which aims to provide integrated complaint services that are easily accessible to all Sukabumi citizens. This *SUPER* application is mobile, involves public participation and is two-way. It allows the public to interact online and interactively with the Sukabumi City Government to jointly direct the development and improvement of public services in Sukabumi City.

The advantage of the *SUPER* application is that it is easy for the public to make complaints, criticism, or advice directly and wherever you do not have to go to the relevant government office. The shortcoming of the *SUPER* application is the limitation of the use of technology made by some Sukabumi citizens to be one of the shortcomings regarding achieving the objectives of the effectiveness of the application program *SUPER*.

C. METHOD

This research uses the theory of effectiveness measurement from Gibson (1994:32-33), with its dimensions consisting of Production, Efficiency, Satisfaction, Adaptation, and Development. The research method used in this research uses a qualitative model from Creswell (2013:4-5). The technique of determining informants is done purposively to obtain the right data from the right source. The informants in this study amounted to 3 people consisting of the Head of the Communications and Information Services Department of Sukabumi City, the Head of the Sukabumi Participated Responder, and the citizens of Sukabumi City. The data collection techniques used were observation, interview, and documentation. The data validation process uses source triangulation and technique triangulation. Followed by data analysis carried out using the Miles and Huberman analysis technique, namely data reduction, data presentation, and concluding or verification. Here are some of the informants who will be interviewed to get the results of the research, as seen in the table below:

Table 3.1: Unit Of Analysis and Key Informant

No	Informant	Position
1	Informant 1	The Head of Kominfo Services
2	Informant 2	The Head of the <i>SUPER</i> Application
3	Informant 3	Citizens of Sukabumi City

Source: Researcher

D. EXPLANATION

Gibson (1994:32-33) explains that effectiveness is the result of achieving a goal and a goal that has been agreed to a common goal. The achievement of the goal and the goal is determined by how much output has been made. The following are the dimensions used to determine the effectiveness of the complaint service:

Production

Production is a process or activity involving the use of various resources, including labor, raw materials, technology, and facilities, to produce goods or services that meet human needs or desires. The Sukabumi Participated Responder Program is a program produced by the Sukabumi City Government and the Communications and Informatics Service aimed at facilitating the public in the complaint service. From the findings in the field, it can be seen that the production of *SUPER* applications has a positive impact on the Sukabumi City community.

Based on the results of the research, the *SUPER* application program can be said to be quite good. As the background of researchers on the Effectiveness of Sukabumi Participated Responder (*SUPER*) Application-Based Complaints Service in the Communications and Informatics Service of the city of Sukabumi, the program is generally said to have been effective in its implementation because the government can improve the efficiency of public services in various sectors. Better accessibility, reduced bureaucracy, improved efficiency, increased transparency, and increased public participation are some of the benefits that can be achieved through the production of technology-based applications for public services based on *SUPER* applications.

Efficiency

In this study, we analyzed the effectiveness of the *SUPER* application-based complaint service program in terms of ease, responsiveness, and integration with related systems. By optimizing these factors, complaints applications can improve the efficiency of complaining services by minimizing the time, effort, and cost required in dealing with public grievances.

Based on the results of efficiency research, the researchers concluded that the implementation of this *SUPER* program has been running efficiently, it has been proven to be quick and easy to report problems or complaints without having to come to government offices and reducing the need for physical meetings and the complaint process using the *SUPER* application can save time and cost for the government and the public.

Satisfaction

Public satisfaction as a recipient of services has become a mandatory right for the organizers of services (government), to establish a public service policy

oriented towards the satisfaction of recipients of services, and this is done through efforts to improve and improve the operational efficiency of the government. In order to increase recipients' satisfaction with services from the government, it is important for government agencies to take into account factors such as ease of access, speed of response, quality of service, transparency, accountability, and public participation.

Based on the observations of the researchers in the field, some of the factors that contribute to the satisfaction of the recipients of this *SUPER* program are: a). Accessibility. A complaint service program that is easily accessible to the public, whether through a smartphone, a website, or another platform, can increase Sukabumi City's community satisfaction. This easy accessibility includes a user-friendly interface, clear user instructions, and application availability across platforms. b). Speed of response: The speed of response from stakeholders in handling complaints is also an important factor. c) Quality of Service: The quality of service provided through the Sukabumi Participated Responder (*SUPER*) app also affects public satisfaction. Good service includes diligence in handling complaints, providing clear and accurate information to the public, and providing satisfactory solutions. Based on the above statement, satisfaction with the *SUPER* application-based complaint service program in an effort to meet the needs of the public can be said to be quite good.

Adaptations

In today's era of digitalization, the Sukabumi City Communications and Informatics Service as the implementer of the program, must quickly adapt to current developments. Therefore, this *SUPER* application-based complaint service program should use user feedback to adapt and improve complaint service. By paying attention to user feedback, the application can be continuously improved to provide better service and meet user needs. In addition to feedback, there are several other factors such as analysis, evaluation, development, and promotion, which are interrelated so that they can improve the public service in Sukabumi City. Based on the results of the research, the researchers can see that the efforts made by *Diskominfo* Kota Sukabumi as the implementer or organizer of this program have been well carried out by using feedback from the public, conducting analysis of feedback, evaluation, development, and promotion of the program can be said to be effective. However, the Sukabumi Participated Responder (*SUPER*) app still needs improvement in responding to complaints from the public because this *SUPER* program takes time in its follow up, so the people of Sukabumi City prefer to provide information or complaints using informal social media with a large user base.

Development

The development of Sukabumi Participated Responder (*SUPER*) app-based complaint services can bring great benefits to the entities that use them like the community, especially to the government. By enabling them to respond to issues and feedback from users more effectively and transparently. With the development of Sukabumi Participated Responder (*SUPER*) app-based complaint services, it is expected that the reporting, handling, monitoring, and follow-up process of complaints will become more effective. *SUPER* app-based complaining

services can also help the Sukabumi City Government or Sukabumi City Communications and Informatics Service in responding to and handling complaints more quickly and accurately.

Based on the results of research in the field related to development, the researchers concluded that the implementation of the Sukabumi Participated Responder (*SUPER*) program at the Communications and Informatics Service of the City of Sukabumi can be said to be ineffective because there are some obstacles, such as the large number of people in the city of Sukabumi who are not aware of the existence of this *SUPER* program and the people who have not made this program as a primary priority in making complaints.

E. CONCLUSION

Based on the results of the research that the researchers did in the field by collecting data to discuss the effectiveness of Sukabumi Participated Responder (*SUPER*) Application-Based Complaints Service using the theory of Gibson, researchers can conclude as follows:

1. **Production**, so far it is known that the application-based complaints service (*SUPER*) program in Sukabumi City Communications and Information Technology can improve the efficiency of complaint services, including improved accessibility, reduced bureaucracy, improved efficiency, increased transparency, and improved public participation.
2. **Efficiency**, known in the implementation of the application-based complaint service program (*SUPER*) is generally efficient, as seen from the ease of use, responsiveness, integration with related systems, as well as the analysis and evaluation of implementers of the program. So that the recipient community of this complaint service program will be able to facilitate the provision of complaints and input against the program executor.
3. **Satisfaction**, in the implementation of the service program based on the application *SUPER* in general, the execution of this program can be said to be well done, as seen from some factors that have been implemented by the government of Sukabumi City and the Communication and Informatics Service of the City of Sukabumi, such as the ease of access in making complaints, criticism, or advice directly, which can be done anywhere without having to go to the relevant government agencies. Then, the speed of response and the quality of service. So long as the program's implementers and recipients are satisfied with the program's existence.
4. **Adaptation**, generally, the executor and recipient of this application-based complaint service program *SUPER* have adapted to the developments of the times or technological developments. It can be seen from the digitization of complaint services that originally formed conventional complaints where the public must come directly to the relevant agencies, but the presence of the *SUPER* application makes it easier. However, the program is not fully responsive to complaints as this *SUPER* program takes time, so people prefer to give information or complaints using unofficial social media. So the government as an organizer, is required to enhance socialization or promotion of the existence of an official complaint service program.

5. **Development.** Socialization carried out by the enforcement authorities of Sukabumi City Government and Sukabumi City Communications and Informatics Service felt necessary to be re-improved in view of the participation of the public who indeed still excludes the *SUPER* application-based complaint service program, in order to increase public participation so that this program becomes a top priority in making complaints.

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