

Implementation of Public Complaint Services in Badung Regency Based on E-Government

Ni Wayan Intan Pradnyawati¹, Ni Putu Bayu Widhi Antari^{1*}

Email: intanpradnya678@gmail.com, bayuwidhiantari@undiknas.ac.id*

¹Faculty of Social Sciences and Humanities, National Education University

*corresponding author

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Abstract

This research aims to explain the implementation of SIDUMAS in serving complaints from the Badung Regency's citizens. Using a qualitative descriptive approach, this research discusses implementation using Ripley and Franklin's success factors and implementation success criteria. This research shows that SIDUMAS fulfills the principles of clarity and certainty and can change old habits as desired. SIDUMAS fulfills the principles of clarity and certainty because the government conveys information about SIDUMAS clearly through its application. Apart from that, SIDUMAS also guarantees the complainant's data privacy and security. SIDUMAS can also change old habits from complaints using conventional methods to digital methods. This can encourage the public, especially young people, to actively participate in providing complaints and aspirations in the policy-making process. According to the criteria for successful implementation, SIDUMAS meets the aspects of bureaucratic compliance, implementation, and targeted impact. SIDUMAS fulfills the compliance aspect of a bureaucracy because it fulfills the Presidential Regulation of the Republic of Indonesia (RI) No. 76 of 2013. Additionally, SIDUMAS fulfills the elements of implementation and targeted impact because SIDUMAS can handle 75.3 percent of complaints received over the last five years and is starting to provide benefits, especially to village officials who make SIDUMAS a whistleblowing system platform in the administration of Badung Regency government. SIDUMAS can also assist the central government in mapping wicked problems in the regions because it is integrated with SP4N LAPOR. On the other hand, SIDUMAS is less able to fulfill aspects of smooth routines because the registration and verification process could be more user-friendly. SIDUMAS also still needs to be accessed by the latest Android and IOS. This condition leads to not many people in Badung Regency using SIDUMAS as a platform for public complaints.

Keywords: Implementation, E-government, public complaint

1. Introduction

One way to realize the principles of good governance is by utilizing information and communication technology. Technology, information, and communication also help the public and the government deliver public services and manage governance. This is also known as e-government. The World Bank states that the implementation of e-government can encourage public organizations to be more transparent in managing their organizations (World Bank Group, 2020). According to Law No. 25 of 2009 on Public Services, public service is defined as an activity or series of activities aimed at fulfilling the service needs by the applicable laws and regulations for every citizen and resident regarding goods, services, and administrative services provided by the relevant public service providers (Law No. 25 of 2009, n.d.). Among the various types of public services, one mandatory service is the management of public complaints. This is outlined in Article 8, paragraph (2) of Law No. 25 of 2009 on Public Services, which states that public service delivery includes implementation, complaint management,



information, internal supervision, education, and consultation (Law No. 25 of 2009, n.d.). To ensure that the public receives quality public services, the government must play a role in providing public service complaint facilities. Badung Regency is one of the local governments that has implemented this mandate.

Law No. 25 of 2009 on Public Services also states that the delivery of public services must include the management of public complaints. Organizations that provide public services must also offer facilities for lodging complaints and establish effective procedures for handling complaints. This aligns with research conducted by Sabeni et al., (2020), public complaints can improve the quality of public services. The Badung Regency government is a regional government with the highest local revenue in Bali. The high regional revenue is directly proportional to the quality of its public services. However, there are some issues in public services in Badung Regency. At the Abianseml Subdistrict Integrated Administration Service, the Standard Operating Procedure (SOP) specifies that each service should take 35 minutes. Nevertheless, some individuals have been served for up to five days (Gede et al., 2021). To improve the quality of public services in Badung Regency, Bali, the Badung Regency government has developed the Community Complaint Information System (SIDUMAS).

There are several steps that the public must follow to register on this application. It takes several days for the government to process complaints reported through this application. The SIDUMAS application cannot be downloaded on some Android phones, which means not all residents have the opportunity to submit complaints through the Badung Regency Community Complaint System (SIDUMAS). Additionally, the registration process for creating an account on this application often needs fixing, such as errors with the registrant's phone number. Besides the application, the public can also access it through the website <https://sidumas.badungkab.go.id/tabs/home>. Complaints can be submitted through the website, and the identities of the complainants are kept confidential to prevent retaliation from those being complained about. However, there have yet to be visible reports of complaints successfully handled through the SIDUMAS website. Based on these issues, this research explores how the implementation of the SIDUMAS application serves public complaints in Badung Regency?

Several studies have examined how public complaints are managed using information and communication technology. Ziadi et al. (2016), in their study titled "Effectiveness of Information Systems in Public Complaint Services: Implementation of E-Government in Jakarta's Smart City Application," reported that Qlue and CROP, as integrated applications in the Jakarta Smart City program, are capable of accommodating all public complaints. Using these applications, the DKI Jakarta Government has managed complaints from the public, leading to satisfaction with the performance of the DKI Jakarta Government. Nurhidayati (2019) also researched Qlue as a public complaint application. However, this study focused more on comparing Qlue (Jakarta) with Upik (Yogyakarta). Based on the research findings, an effective public complaint mechanism can promote accountability. In the context of Jakarta, Qlue has succeeded in reducing the number of bureaucrats who do not demonstrate good performance, thereby improving bureaucratic efficiency.

Rifaid et al. (2024) researched NTB Care's effectiveness in providing public complaint services. The effectiveness of NTB Care is evaluated from the perspective of ease of use of the



application, the level of public trust in using the complaint service, and the reliability of the complaint application. In addition to NTB, Langkat Regency has also developed a public complaint system. According to research by Ramadhan & Kurniawan (2023), Langkat Regency developed a mobile-based public complaint system in Kebun Kelapa Village. This study outlines the role of the Langkat Regency Communication and Information Office in providing online public complaint services. Furthermore, the study explains how complaints are managed so that the public receives the necessary information and the relevant authorities follow up on their complaints. The research also discusses data confidentiality, which is ensured through the developed application.

Another study discussing public complaint systems using applications is Maulana et al. (2023). Maulana et al. (2023) researched how Dumas Presisi integrates a website, email, and social media to provide public complaint services. Some members see Dumas Presisi of the public as capable of responding quickly to complaints. The application is also considered user-friendly, as the public can easily use it. Additionally, users feel secure about the data input through this application. Based on these studies, several studies have addressed the effectiveness of public complaint applications. However, each study uses different dimensions to evaluate the effectiveness of public complaint service systems. What distinguishes this study from previous research is that SIDUMAS is a public complaint system that integrates both an application and a webpage. This study explains how the public submits complaints to the Badung Regency government. It also describes the factors that support and hinder the success of the public complaint application so that both the public and the government can effectively utilize it. This study aims to explain how SIDUMAS, in both its application and website forms, is used to serve public complaints in Badung Regency and to what extent SIDUMAS can accommodate public complaints.

2. Method

This study uses a qualitative approach with a descriptive qualitative research type. Qualitative research is also defined as research that collects descriptive data, typically using analysis. In qualitative research, the process and meaning of the process are emphasized. Supported by theoretical foundations, this research focuses on explaining what happens or the conditions on the ground. Sugiyono (2019) states that qualitative research is an approach derived from post-positivist philosophy used to study natural object conditions. Therefore, the researcher becomes the key player, as the sharpness of the researcher's analysis will affect the interpretations of the findings during the research. The research results collected through interviews, observations, and documentation will be validated through data validity techniques, namely technique and source triangulation. The individuals interviewed in this study are employees of the Badung Regency Communication and Information Office and residents of Badung Regency

This study also utilizes journals that research relevant topics and reports from international organizations to support this research. The collected data is analyzed by reducing the data, presenting the data, and eventually reaching the conclusion stage. Qualitative research produces descriptive data in the form of written texts or verbal and behavioral responses of subjects (Bogdan & Biklen, 1997). The collected data is analyzed using the technique of



successive approximation. The researcher employs abstract concepts derived from interview questions. This interview guideline serves as a guide in collecting detailed data. The data is mapped to highlight the main factors in implementing SIDUMAS as a platform that assists in managing public complaints.

3. Result and Discussion

Implementation of the SIDUMAS application was reviewed based on the principles of public service, factors that influence its success, and aspects that are the criteria for its success..

3.1 Implementation of SIDUMAS reviewed from the Principles of Public Service

The Public Complaint Information System (SIDUMAS) is one form of public service implementation from the Badung Regency Government to the community in Badung Regency. SIDUMAS is an excellent place to accommodate aspirations and complaints from the community. This study focuses more on applications than websites because, looking at technological developments, SIDUMAS, in the form of applications, is more readily accepted by the community. Judging from the principles of public service according to the Decree of the Minister of Empowerment of State Apparatus and Bureaucratic Reform Number 63 of 2003 concerning General Guidelines for the Implementation of Public Services (Decree of the Minister of PAN No. 63 of 2003, n.d.), SIDUMAS can be said to have met the principles of clarity and certainty because the government has launched this application accompanied by information that is also available on the application page. This application also provides security because the public can submit complaints anonymously, which is related to protecting the complainant's privacy. There is openness because all incoming complaints can be displayed in this application, and the operator's response can also be seen. The SIDUMAS application has succeeded in providing time efficiency to users because with this application, complaints can be made online, and there is no need to meet directly or offline with the intended service. The SIDUMAS application is also relatively economical because it charges no fees. This is to research conducted by Pradnyana (2022) that the SIDUMAS application can accommodate complaints and aspirations faster and does not cost money. However, based on the principle of simplicity in its implementation, this SIDUMAS application still needs to be fully understood and considered easy because some still think that this application should be simplified even more, especially in the registration and verification process. Seen in more detail, the implementation of the SIDUMAS application can be explained through the factors for successful implementation.

3.2 Factors for Successful Implementation

Implementation success factors are indicators that impact the success of a program implementation. According to Ripley & Franklin (1986b), the first success factors are the clarity of program objectives and the level of consensus among implementers on these objectives. Based on the results of observations on Instagram dumas. badungkab, the SIDUMAS application aims to be a place for complaints from the Badung Regency community. This Instagram account also uploads SIDUMAS reports when the relevant agencies follow up on complaints submitted by the community. The statement made by Mr. also supports this. I Made Rai Suarimbawa, ST., MT, Head of the Complaints Section and Functional Position as a Young Expert Public Relations Arranger through an interview on Tuesday, November 30, 2023, as implementation success factors are indicators that have an impact on the success of a program implementation.



According to Ripley & Franklin (1986b), the first success factors are the clarity of program objectives and the level of consensus among implementers on these objectives. Based on the results of observations on Instagram dumas. badungkab, the SIDUMAS application aims to be a place for complaints from the Badung Regency community. This Instagram account also uploads SIDUMAS reports when the relevant agencies follow up on complaints submitted by the community. The statement made by Mr. I Made Rai Suarimbawa, ST., MT, Head of the Complaints Section and Functional Position as a Young Expert Public Relations Arranger through an interview on Tuesday, November 30, 2023, as follows;

“The SIDUMAS application provides complaint services to the public, packaged in an application that can be accessed online. SIDUMAS is expected to be able to become a big house for complaints. UPDs with similar complaints can be integrated so that Badung complaints can be summarized into one piece of data. The SIDUMAS application has also synergized with complaint services in Badung Regency, such as SP4N LAPOR, 112, etc”.

The Badung Regency Public Complaint Information System (SIDUMAS) application can help the public make public complaints. The SIDUMAS application aims to make it easier for the people of Badung Regency to channel their aspirations and make complaints related to obstacles or complaints experienced by the community. The SIDUMAS application accommodates public complaints, both emergency and non-emergency complaints. This application is also a place to accommodate the aspirations of the people of Badung Regency. Currently, not only is SIDUMAS a complaint service in Badung Regency, but there are also SP4N LAPOR and 112. SIDUMAS itself has a "special feature" where complaints from the public will be immediately processed and disposed of by the relevant agencies according to the complaint. At the same time, other complaint services, such as SP4N LAPOR, must go through the central government first. Based on research by Utama et al. (2023), SP4N LAPOR is integrated with SIDUMAS so that the central government can identify regional problems. Under the auspices of the Badung Regency Communication and Informatics Service, this application is one form of public service provided by the government for the benefit of the community. Complaints and aspirations submitted are coordinated directly with the relevant OPD so that SIDUMAS can accelerate handling complaints from the Badung Regency community..

The second factor is the level of change from old habits desired by the program. This change refers to changes in community behavior before and after learning the SIDUMAS application. Before launching the SIDUMAS application, the community could only directly complain to the Badung Regency Communication and Informatics Office. This did not reach people far from the Badung Regency Government Center. With the SIDUMAS application, people who want to make complaints are now facilitated with online services. This can encourage the younger generation to be actively involved in conveying complaints and aspirations related to policies or public services in Badung Regency. Although it can be accessed online, the registration and account verification process, as well as the user interface, are still considered to need to be simplified again (Amertha, 2024).

The third factor is the types of people who benefit and limited clients. The people in question benefit and limited clients are the target of implementation. The target



implementation of the SIDUMAS application is the entire community of Badung Regency. Although the Badung Regency Communication and Informatics Office has conducted socialization regarding SIDUMAS, the community still needs to learn or fully understand the existence of this SIDUMAS application. So, SIDUMAS is currently only used by a few people. This is also in line with research conducted by Pradnyana (2022), which found that only some people still use SIDUMAS when making public complaints. In addition, in its current implementation, the SIDUMAS application cannot be accessed by all versions of Android or iOS. The latest version of the SIDUMAS application will not appear in the Play Store on Android smartphones. Furthermore, on the latest iOS, the SIDUMAS application can still be downloaded. Still, the registration process cannot be carried out because the prospective user data in the telephone number section is declared invalid.

3.3 Criteria for Measuring Implementation Success

According to Ripley and Franklin in Winarno (2012), implementation happens after a law grants authority to a program, policy, benefit, or tangible output. According to Ripley & Franklin (1986), the criteria for measuring the success of implementation are based on three aspects. The first aspect is the level of obedience or compliance of a bureaucracy. Ripley introduced the “compliance” approach and the “factual” approach in policy implementation (Ripley & Franklin, 1986b). The compliance method appears within the scope or environment of public administration. In addition, this method focuses on the level of compliance of agents or subordinates to agents or people above them. One way to measure the success of implementing a policy or government breakthrough is to see how obedient subordinates are to their superiors or how obedient the implementers are to applicable laws. In this case, the level of bureaucratic compliance refers to the bureaucracy that oversees the SIDUMAS application, namely the Badung Regency Communication and Information Service, to a higher bureaucracy, or the level of bureaucracy determined by law.

The Badung Regency Communication and Informatics Service (Diskominfo) under the Badung Regency Government has launched a public complaint service application to follow up on Presidential Regulation of the Republic of Indonesia (RI) No. 76 of 2013, by the provisions of Article 36 and Article 37 of Law Number 25 of 2009 concerning Public Services which explains that public service providers are required to provide complaint facilities and assign tasks to implementers who are considered competent to manage the complaints concerned (Presidential Regulation 76 2013, n.d.). Thus, creating the SIDUMAS application to be used and developed is based on the following regulations.:

1. Law Number 25 of 2009 concerning Public Services
2. Presidential Regulation of the Republic of Indonesia (RI) No. 76 of 2013
3. Badung Regent Regulation Number 24 of 2023 concerning Guidelines for Managing Public Complaints in the Regional Government Environment.
4. Decree of the Head of the Badung Regency Communication and Informatics Service Number: 188.46/14/2022 concerning the Appointment of Public Complaints Information System Operators at the Badung Regency Communication and Informatics Service in 2022.



The second aspect is the routine's smoothness and no problems. Smoothness can be interpreted as a process that runs without obstacles. However, this is difficult to happen because all components must have their weaknesses. Starting from the launch of the SIDUMAS application in 2018 and continuing with socialization in 2019, socialization activities took place in two ways. Namely offline in 6 sub-districts in Badung Regency and online through the official website of the Badung Regency government. Finally, the community began to recognize the SIDUMAS application as a forum to accommodate complaints from the community. However, not all people in Badung Regency can download this SIDUMAS application. The SIDUMAS application, which is designed to be downloaded on Android and iOS-based smartphones, cannot be downloaded on Android-based smartphones with the latest version.

Although the Badung Regency Communication and Informatics Office has upgraded the SIDUMAS application system every year, it is still a problem that must be solved. Due to this condition, not everyone can use the SIDUMAS application to complain. In addition, the registration process for this application also requires quite a lot of data, and the verification process, which can take up to a week, also affects public participation in using the SIDUMAS application. For users of the latest iOS-based smartphones, there are also obstacles, such as telephone numbers that are declared invalid, so they cannot continue the registration process. The use of the SIDUMAS application has been somewhat smooth and without problems. One of the obstacles is the SIDUMAS application system itself. As conveyed by Mr. Ir. I Putu Arie Pratama, S.T., M.T. as the System Analyst of the SIDUMAS application, that

“Currently, the SIDUMAS application can only reach Android-based smartphones starting from Android Lollipop. Currently, the circulating Android is estimated to have a higher version, so the SIDUMAS application does not appear if you want to upload it to the latest Android version. Currently, the Badung Regency Communication and Informatics Office is trying to follow the latest policy update developments and is in the process. Likewise, the SIDUMAS application cannot be fully reached by iOS-based smartphones. With a minimum requirement of iOS 13”.

The third aspect is the implementation and desired targeted impact. With the implementation process of a program, of course, there is a targeted impact. The effect is an influence or consequence. The implementation and targeted impact desired from the SIDUMAS application refers to the government's response when the public makes a complaint about the SIDUMAS application. There are four main features in this SIDUMAS application. The four features include the complaint report feature, the complaint monitoring feature, the response comment feature, and the last is the complaint timeline feature. The public can report complaints that are emergency to general. The public can also convey their aspirations through the SIDUMAS application. If there is a complaint that the yet-to-bent has yet to follow up, the public can monitor it through the SIDUMAS application. Application users can also provide comments or responses to each other because this application is open to the public. So that both complaints, responses, and follow-ups to complaints can be seen by the public who uses this application. On the other hand, although socialization has been carried out, it seems that most people do not know about the existence of this SIDUMAS application.



Judging from the number of people aged 15-75 in Badung Regency, it is 437,988. Meanwhile, since 2019, the number of registered SIDUMAS application users is 2,789 accounts, which means that only around 0.6% of the community has registered as SIDUMAS account users. Furthermore, when viewed from the number of accounts that made complaints, there were 644 user accounts, which means only around 0.1% of the people of Badung Regency aged 15-75 years and over. So, around 435,559 other residents have yet to use this SIDUMAS application. The total number of complaints on the SIDUMAS application is currently 645 complaints, and 486 complaints have been responded to for almost 5 years. This application has been used. Data from the App Store also supports it, which shows that the SIDUMAS application rating has only reached 3.9 / 5. Several people have responded to the SIDUMAS application on the review page of this app store. Judging from the number of raters, which is only 19 accounts, this refers to what was said by Mr. I Made Rai Suarimbawa, ST., MT, as the Head of the Functional Position Complaints Section of the Young Expert Public Relations Arranger, that public participation in responding is still low.

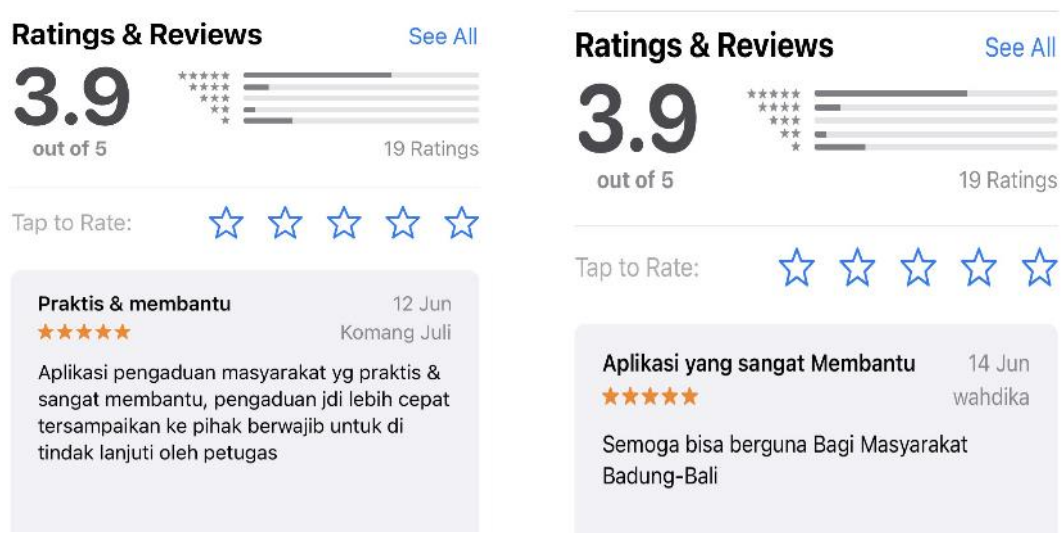


Figure 4. Reviews and ratings of the SIDUMAS application on the App Store

Source : *App Store*, 2023

The SIDUMAS application operator will first verify the complaint during the implementation process. Then, the complaint will be disposed of by the OPD related to the complaint. Following up on complaints takes different times according to each OPD. This is because each OPD is busy. Some OPDs have yet to respond or take action to handle complaints for one week. Not all people of Badung Regency have felt the benefits of the SIDUMAS application as a public complaint service. Judging from the factor that the SIDUMAS application cannot yet reach the latest Android and iOS-based smartphones, this SIDUMAS application cannot yet be used by people who use Android and iOS-based smartphones. In addition, some people need to become more familiar with the SIDUMAS application.

Based on research conducted by the author, the users of the SIDUMAS application encountered came from elements of the village apparatus. Village communities make complaints to the village apparatus, after which the village apparatus will report the complaint



to the Badung Regency Government through this SIDUMAS application. By the basic principles of handling public complaints (State Apparatus Directorate Team, Agus Sudrajat; Bustang A. Mappaseling, 2010), the first basic principle is the answer to the question "Who do you serve?" The answer must be aimed at serving the community and being able to help the community. Implementing follow-ups to complaints in SIDUMAS is done for the community. So, the basis for handling complaints is "for the benefit of the community," which has been achieved by implementing the SIDUMAS application..

However, in terms of public complaints, as has often happened recently, many people choose to make complaints through personal social media accounts. Usually, these complaints go viral and attract the government's attention. Incomplete socialization is also one of the reasons why the SIDUMAS application has yet to be discovered to the entire community. This is stated in the basic complaint principle for handling public complaints, which states that it is almost impossible to "force" the community to be willing to only channel complaints through formal or official channels provided by the government. Therefore, what must be controlled is the response of the Communication and Information Service in serving public complaints. In handling complaints, the party handling them can be more careful, calm, thorough, and impartial so that the absence of complaints can be followed up appropriately.

5. Conclusion

Based on the research results, SIDUMAS meets the principles of clarity and certainty and can change the desired old habits. SIDUMAS meets the principles of clarity and certainty because the government conveys information about SIDUMAS clearly through its application. In addition, SIDUMAS also guarantees the privacy and security of personal data for people who complain. SIDUMAS can also change old habits from complaints using conventional methods to digital methods. This can encourage people, especially young people, to actively participate in providing complaints and aspirations in the policy-making process.

Regarding the implementation success criteria, SIDUMAS meets bureaucratic obedience or compliance, implementation, and targeted impact. SIDUMAS meets the elements of obedience or compliance of a bureaucracy because it meets Presidential Regulation of the Republic of Indonesia (RI) No. 76 of 2013. In addition, SIDUMAS meets the aspects of implementation and targeted impact because SIDUMAS has been able to handle 75.3 percent of complaints received over the past five years and has begun to provide benefits, especially village officials who make SIDUMAS a whistleblowing system platform in the implementation of the Badung Regency government. SIDUMAS can also assist the central government in mapping real problems in the regions because it is integrated with SP4N LAPOR. On the other hand, SIDUMAS is less able to fulfill the smoothness aspect of the routine, and there are no problems because the registration and verification process could be more user-friendly. SIDUMAS also cannot be accessed by the latest Android and IOS. Only a few people in Badung Regency use SIDUMAS as a public complaint platform.

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