



The Effectiveness of the Communication and Information Service Complaint Service in Absorbing the Aspirations of the Community in the Badung Regency Government Center

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Abstract

The complaint service managed by the Badung Regency Communication and Information Service is one of the important means in bridging communication between the community and the local government. This study aims to evaluate the effectiveness of these services in absorbing the aspirations of the community, by reviewing the aspects of accessibility, speed of response, and quality of follow-up to complaints. The research uses a descriptive qualitative approach through interviews and supporting documentation of complaint services. The results of the study show that complaint services have made a significant contribution to increasing public participation, although there are still obstacles such as delays in follow-up on certain complaints and lack of coordination between relevant agencies. These findings show that the complaint service is running quite effectively, but it requires strengthening the system and increasing the capacity of officers to be able to provide more optimal services.

Keywords: complaint service, effectiveness, Diskominfo, community aspirations.

Introduction

Local governments have a constitutional responsibility to provide quality, fair, and community-oriented public services. Public services are not only understood as fulfilling administrative needs, but also as a form of state presence in guaranteeing the rights of citizens. In the context of regional autonomy, local governments are required to be able to manage their resources and authorities optimally in order to provide fast, precise, transparent, and accountable services. The quality of public services is the main indicator of the success of the implementation of local government and reflects the level of public trust in government institutions (Dwiyanto, 2021).

Along with the development of democracy and information disclosure, the public now has increasingly high expectations for the performance of local governments. The public is no longer passive as service recipients, but actively conveys aspirations, criticisms, and complaints about various public problems they face. This change in the pattern of relations between the government and the community requires an effective two-way communication mechanism, one of which is through the provision of public complaint services. Complaint services are an important means for the community to voice problems as well as a tool of social control over the performance of local governments (Prasetyo & Rahmawati, 2022).

In the digital era, the demands on public complaint services are increasingly complex. The use of information technology has changed the way people interact with the government. The community wants a complaint submission process that is easily accessible, responsive to quickly, and transparent in the resolution process.

Local governments are required to be able to adapt to these changes through the development of an integrated and responsive digital-based complaint system. Digitization of complaint services not only aims to increase efficiency, but also strengthens good governance principles such as transparency, participation, and accountability (Sutrisno, 2023).

Good governance places community participation as one of the main pillars in the administration of government. The public complaint service serves as a medium of participation that allows the public to be directly involved in the process of improving public services. Through the complaints submitted, the government obtained valuable feedback to evaluate the performance of the apparatus and the existing service system. Thus, the existence of complaint services cannot be separated from efforts to realize good and sustainable governance (Kurniawan, 2021).

In the context of Badung Regency, the Communication and Information Service (Diskominfo) has a strategic role as a manager of public information as well as a coordinator of public complaint services. Diskominfo is not only responsible for providing information technology infrastructure, but also for ensuring the implementation of an effective public communication system. This role is increasingly important considering that Diskominfo functions as a liaison between the community and other regional apparatus in the complaint handling process (Putra & Sari, 2024).

The Badung Regency Diskominfo manages various complaint channels, both conventional and digital, such as face-to-face services, official government social media, government information centers, and integration with the national platform SP4N-LAPOR! and Call Center 112. The diversity of these channels shows the commitment of the local government in expanding public access to complaint services. However, the existence of many channels does not necessarily guarantee the effectiveness of services if they are not accompanied by a coordinated and problem-solving management system (Hidayat, 2022).

The public complaint service has a strategic function in improving the quality of local government services. First, the complaint service is a means for the public to submit complaints related to the public services received. Second, this service strengthens community participation in the government process. Third, public complaints can be an early warning system for the government in detecting public service problems before they develop into larger conflicts. Therefore, the effectiveness of complaint services is an important indicator in assessing the performance of local government public communication (Rahman, 2023).

The effectiveness of a complaint service is not only measured by the number of complaints that come in, but also by how the complaints are handled. Aspects of service accessibility, speed and accuracy of response, and quality of follow-up are the main elements in assessing the effectiveness of a public complaint service. Services that only function as a place to receive reports without follow-up clarity have the potential to reduce public trust in local governments (Siregar & Wulandari, 2021).

In Badung Regency, the increasing intensity of public complaints is in line with the increasing public awareness of their rights as public service users. The public is increasingly critical in assessing the government's performance and demands a quick and solutive response to every complaint submitted. This condition is a challenge for Diskominfo in managing complaints effectively, especially related to limited human resources, officer workload, and complexity of coordination between regional apparatus (Yuliani, 2024).

The Badung Regency Government Center has a strategic position as a center of public service activities and local government. The high intensity of interaction between the community and government officials in this region has caused complaint services to be very crucial. Various complaints related to administrative services, infrastructure, cleanliness, and security are often submitted by people who visit the government center. This requires Diskominfo to provide complaint services that are ready, fast, and able to follow up on reports in a targeted manner (Astuti, 2022).

The development of digital technology encourages the Badung Regency Diskominfo to continue to innovate in providing technology-based complaint services. However, the use of technology does not always go without obstacles. There are still problems such as low digital literacy among some people, limited access to technology, and technical obstacles in the reporting system. Therefore, complaint service innovation needs to be balanced with an inclusive approach so that it can reach all levels of society (Nugroho, 2023).

Various studies show that the success of public complaint services is greatly influenced by the quality of coordination between government agencies. Many public complaints require cross-sectoral follow-up, so weak coordination can hinder the resolution process. At the local government level, differences in authority and standard operating procedures between regional authorities are often the main obstacles in handling public complaints (Santoso & Lestari, 2021). Based on the complexity of the problem, an analysis of the effectiveness of the Badung Regency Diskominfo complaint service is important to be carried out. This research is expected to be able to provide an empirical overview of the performance of complaint services, identify the obstacles faced, and formulate recommendations for improvements that are relevant to the needs of the community and local governments. The results of this research can also be used as evaluation material for policy makers in improving the quality of public services (Putri, 2024).

This research focuses on three main indicators of the effectiveness of complaint services, namely service accessibility, officer responsiveness, and quality of complaint follow-up. The three indicators were chosen because they reflect fundamental aspects in the management of public complaint services. The analysis of these indicators is expected to provide a comprehensive understanding of the actual condition of complaint services in Badung Regency (Widodo, 2022). Thus, this research not only has an academic contribution in the development of public administration studies and government communication, but also has practical value for the Badung Regency Diskominfo and local governments in general. Evaluation of the effectiveness of complaint services is expected to encourage the realization of local government that is adaptive, transparent, responsive, and oriented to the interests of the community as a tangible manifestation of good governance (Mulyadi, 2025).

Research Methods

This research uses a qualitative approach with a descriptive design, which aims to understand in depth the effectiveness of public complaint services organized by the Communication and Information Service (Diskominfo) of Badung Regency. The qualitative approach was chosen because this study is not oriented towards hypothesis testing or quantitative measurement of variables, but focuses on the meaning of the process, dynamics, and practices of implementing public complaint services from the perspective of service implementers and users. Through this approach, the researcher seeks to comprehensively describe how the complaint service mechanism is implemented, how the response is provided by the apparatus, and how the follow-up of complaints is carried out in the context of local government (Creswell & Poth, 2021; Sugiyono, 2023).

Descriptive design in qualitative research provides space for researchers to photograph the phenomenon of complaint services as they are in the field, without manipulating the situation being studied. This approach allows in-depth data mining on various complaint channels managed by the Badung Regency Diskominfo, such as the 112 Call Center, the National Public Service Complaint Management System (SP4N-LAPOR!), as well as complaint channels through social media and the official website of the local government. Each channel has different characteristics, procedures, and levels of responsiveness, so that descriptive qualitative methods are considered appropriate to capture the diversity of these mechanisms in a complete and contextual manner (Miles, Huberman, & Saldaña, 2021; Nugroho, 2022).

Data collection in this study was carried out through in-depth interviews, observations, and documentation studies. Interviews were conducted with informants consisting of Badung Regency Diskominfo officials who are directly involved in the management of complaint services and the public as service users. Observations were carried out to see firsthand the process of receiving, managing, and following up on complaints, while

documentation studies were used to examine supporting documents such as complaint reports, standard operating procedures, and service statistical data. The data obtained was then analyzed using qualitative data analysis techniques which included data reduction, data presentation, and conclusion drawn, so that a systematic and valid picture was obtained regarding the effectiveness of the Badung Regency Diskominfo complaint service (Miles et al., 2021; Moleong, 2022).

Discussion

Table of Results of the Discussion of the Effectiveness of the Diskominfo Complaint Service

Badung Regency

| Effectiveness Indicators | Key Findings | Strength | Constraints | Implications |
|--------------------------|---|-----------------------------------|--|-------------------------------------|
| Service Accessibility | Multi-channel: 112, SP4N LAPOR!, social media, WhatsApp | Easy to reach, available 24 hours | Digital literacy is not evenly distributed, socialization is limited | Need to strengthen public education |
| Officer Responsiveness | Quick response especially Call Center 112 | Active two-way communication | SP4N delay due to OPD coordination | Need for cross-OPD integration |
| Follow-up Speed | Emergency is very fast, non-emergency is longer | Clear SOPs for emergencies | Technical dependency OPD | Need a consistent SLA |
| Quality of Finish | Most reports are resolved | Monitoring the internal dashboard | Public feedback has not been optimal | Satisfaction-based evaluation |

The Communication and Information Service of Badung Regency has a central role in the management of public complaint services as part of the local government communication system. Diskominfo functions as the main entrance for receiving public aspirations and complaints through various complaint channels, such as the 112 Call Center, SP4N-LAPOR!, official social media, and the WhatsApp instant messaging service. The existence of this multi-channel shows the commitment of the local government in guaranteeing the right of the community to submit complaints easily and openly, in line with the principles of participatory and transparent public services (Dwiyanto, 2021).

Based on the results of interviews and observations, the Badung Regency Diskominfo has a relatively clear work structure, supported by standard operating procedures (SOPs) for complaint management and the mechanism for distributing reports to related regional apparatus organizations (OPD). Each incoming report is first recorded and classified based on the type of problem, level of urgency, and the agency authorized to handle it. Furthermore, the report is forwarded to the technical OPD for follow-up, while the Diskominfo plays a role in monitoring through the internal dashboard system. This work pattern reflects the application of the principles of coordination and control in public service management (Sutrisno, 2023).

The effectiveness of complaint services in this study was analyzed through four main indicators, namely service accessibility, officer responsiveness, speed of follow-up, and quality of report completion. The four indicators are used because they reflect the main dimensions of the effectiveness of public services in the context of local government. Indicator-based analysis allows for a more systematic assessment of the performance of the Badung

Regency Diskominfo complaint service, both from the service provider's perspective and from the perspective of the community as users (Kurniawan, 2022).

The accessibility of the Badung Regency Diskominfo complaint service is generally quite good. The 112 Call Center is available 24 hours a day and can be accessed by the public without being charged credit, so it is very helpful in emergency situations. In addition, SP4N-LAPOR! can be accessed through websites and mobile applications, while local government social media channels are also active in receiving and responding to public complaints. The diversity of these channels expands the range of services and provides alternatives for the community according to their individual preferences (Hidayat & Putri, 2021).

However, the results of the study show that the level of use of digital channels is not even at all levels of society. Some people, especially in rural areas, still experience limited digital literacy so they do not understand optimally how to use SP4N-LAPOR!. In addition, socialization related to the digital complaint mechanism is considered not optimal. This condition causes some residents to still prefer to submit complaints directly or through informal channels. These findings indicate a gap between the availability of services and the ability of the community to access them (Nugroho, 2023).

From the perspective of the theory of public service effectiveness, services are said to be effective if they are easily accessible and used by all levels of society. Pasolong (2012) emphasized that accessibility is not only related to the availability of facilities, but also to the ease of understanding and use by the community. Thus, although technically the access to the Badung Diskominfo complaint service is adequate, its effectiveness is not fully optimal because there are still obstacles to socialization and digital literacy.

Officer responsiveness is the second indicator that greatly determines the effectiveness of complaint services. Based on field findings, Call Center 112 shows a very high level of responsiveness. Officers are able to respond in less than a minute and actively conduct two-way communication to ensure the clarity of reports. This rapid response is especially important in handling emergency reports that require immediate action. However, during certain hours with a high volume of reports, officers experience an increase in workload that has the potential to affect service quality (Astuti, 2022).

Meanwhile, the responsiveness on the SP4N-LAPOR! show different dynamics. Diskominfo admins generally respond to reports in accordance with national time standards, which is a maximum of three working days. However, some reports experienced follow-up delays because they had to wait for confirmation and coordination with the relevant technical OPDs. Nevertheless, the public appreciates the notification of the progress of the report which provides a sense of transparency and certainty of the process. These findings show that the responsiveness of SP4N-LAPOR! is greatly influenced by the quality of cross-agency coordination (Rahman, 2024).

In the theory of service quality, Zeithaml et al. (1990) state that responsiveness reflects the willingness and ability of the service provider to help users quickly and appropriately. In the context of the Badung Regency Diskominfo, the responsiveness of the Call Center 112 can be categorized as high, while the responsiveness of SP4N-LAPOR! is still volatile because it depends on the readiness of technical OPDs. This shows that the effectiveness of complaint services is not only determined by the performance of the Diskominfo, but also by the synergy between regional apparatus.

The speed of report follow-up is the third indicator that is very crucial in assessing the effectiveness of complaint services. The results of the study show that emergency reports, such as accidents, fires, and medical conditions, are handled very quickly through the integration of the 112 Call Center with BPBD, the Health Office, and Satpol PP. This integration allows for a rapid and coordinated cross-sector response, thereby minimizing risks and impacts on society (Yuliani, 2023).

In contrast, non-emergency reports such as infrastructure damage, outgoing street lights, and hygiene problems require a relatively longer handling time. This is due to the need for field verification, limited technical OPD

resources, and the work priorities of each agency. Administrative reports such as licensing and population documents tend to be completed faster because they have a clearer and standardized bureaucratic flow. This condition shows a difference in the speed of follow-up based on the type of report (Santoso & Lestari, 2021).

This difference in follow-up speed shows that the effectiveness of complaint services is greatly influenced by the complexity of the problem and the capacity of technical OPDs. Therefore, it is necessary to establish a more consistent and measurable service level agreement (SLA) for each type of complaint. A clear SLA can help increase the certainty of settlement time and strengthen local government accountability in handling community reports (Widodo, 2022).

The quality of report completion is the last indicator that determines the level of public satisfaction with complaint services. Based on the findings of the study, most of the incoming reports have been followed up and completed according to procedures. Diskominfo also monitors the completion of reports through an internal dashboard. However, the feedback mechanism from the community on the quality of completion is still not optimally utilized as material for service evaluation (Putri, 2024).

Overall, the results of the discussion showed that the Badung Regency Diskominfo complaint service had been running quite effectively, especially in terms of emergency service responsiveness and the availability of complaint channels. However, there are still a number of challenges that need to be addressed, such as increasing people's digital literacy, strengthening coordination between OPDs, and standardizing the time and quality of report follow-up. Efforts to improve these aspects are expected to increase the effectiveness of complaint services as an instrument of public communication and the realization of good governance at the local government level (Mulyadi, 2025).

Conclusion

The results of the study show that the public complaint service managed by the Badung Regency Communication and Information Service has basically run quite effectively as a means of absorbing people's aspirations and complaints. The availability of various complaint channels, both conventional and digital-based, reflects the commitment of the local government in providing a wide space for participation for the community. The existence of the Call Center 112, SP4N-LAPOR!, official social media, and the local government's WhatsApp service allows the public to submit reports according to their needs and preferences. However, the effectiveness of services in terms of accessibility is not fully optimal because there is still a digital literacy gap in some communities, especially in certain regions, as well as limited socialization related to the mechanism for using available digital reporting platforms.

From the aspect of responsiveness, this study shows that the Badung Regency Diskominfo, especially through the 112 Call Center, has the ability to respond to community reports quickly, communicatively, and proactively. Officers are able to provide initial responses in a short time and clarify to ensure the accuracy of reports, especially in emergency situations. Meanwhile, the responsiveness on the SP4N-LAPOR! In general, it has run according to the set time standard, although in practice there are still delays at the follow-up stage due to the coordination process with the technical regional apparatus organization. This shows that internally the Diskominfo has a good response capacity, but the effectiveness of the responsiveness of complaint services still depends on synergy and commitment across local government agencies.

Based on the follow-up speed indicator, it can be concluded that emergency community reports are handled quickly and coordinated through the integration of the 112 Call Center with related agencies such as BPBD, the Health Office, and Satpol PP. This integration is the main strength in the Badung Regency complaint service system because it is able to provide a timely response and minimize the impact of risks to the community. However, for non-emergency reports such as infrastructure, cleanliness, and public facility problems, the completion time tends to be longer because it depends on the readiness of resources, work schedules, and the

priorities of each technical OPD. This condition shows that the speed of follow-up of complaint services is not only determined by Diskominfo as the initial manager of the report, but also by the effectiveness of coordination and the operational capacity of other regional apparatus.

In terms of the quality of report completion, this study found that most of the public complaints have been followed up according to procedures and resulted in satisfactory resolutions, especially in administrative reports and emergency conditions. The Badung Regency Diskominfo has also monitored the process of completing reports through an internal system, which shows that there are efforts to control and evaluate services. However, there are still reports that require longer processing time, especially those involving technical problems across OPDs, so that they have the potential to affect public perception of the overall quality of services. Therefore, increasing the consistency of follow-ups, strengthening the evaluation mechanism based on community feedback, and optimizing coordination between OPDs are important steps in improving the quality and sustainability of public complaint services in Badung Regency.

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