Research Article

THE ANALYSIS OF PUBLIC SERVICE MANAGEMENT IN KOTA SERANG
THE STUDY OF THE ONLINE APPLICATION “RABEG” (REAKSI ATAS BERITAWARGA)

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ABSTRACT

The application of RABEG, is one of the media used to improve the services for people in Kota Serang. However, its implementation has many problems, as reflected in the responses and assessments from users on the playstore platform, regarding the Rabeg application. The assessment given to this application was low, only 1.6 on a scale of 5. This research aimed to analyse the public service management in Kota Serang, focusing on the online Rabeg application. The research used descriptive qualitative approach, referred to the theoretical framework from Indrajit. It identified six important indicators; content development, competency building, connectivity, cyber law, citizen interface and capital. The data source were literature from books, mass media, official government documents, official website, the play store platform, and related journals. The findings of the research showed that the management of public services of Rabeg application was face with several obstacles and shortcomings. So the optimizing of public services from this application had not fully achieved.

Keywords: E-Gov, Public service, Public service management, RABEG

Introduction

In globalization era and advancement of information technology, governments in many countries are faced with the need to improve of public services. Rapid development in information and technology will affect the government’s approach in providing services for public. Services that were previously conventional (paper based) began to be replaced by technology. Governments that utilize technology in providing services for public are known as electronic government (e-government). This was emerge to improve the quality of services for public.

As stated by The World Bank Group, e-government is an effort to utilize information technology to improve government efficiency and effectiveness, provide better services for public, increase the public information access and courage the transparency and accountability in government administration (Maulani, 2020). Implementing the e-government system will facilitate people to access public services and information, decrease complicated bureaucracy and mitigate the corrupt potential.

Kota Serang, the provincial capital, strives to constantly improve its public services. By making policies and regulations that referred
to presidential instructions and related regulation. Government of Kota Serang sets the guideline to utilize the technology information in its government administration. For instance, through the mayor decree, there was the implementation of an e-government service online application called RABEG that allows people to convey their aspirations, complaints and complaints by online.

The implementation of Rabeg application has been running for four years, since 2018, but it has not been done optimally. This was reflected from the rating given by users in app’s rating on Play Store. The rating was 1.6 out of 5. Users feel that the service quality of the RABEG app was unsatisfactory.

Therefore, this study analyse the public service management of RABEG app in Kota Serang, by considering the important components in e-government, such as content development, competency construction, connectivity, cyber law, citizen interface and capital aspects (Indrajit, 2007). This study aimed to reveal how public service management implemented using RABEG app and to identified the steps that government need to be issued in order to improve the quality of RABEG app and provided optimal public services for public in Kota Serang.

**Research Method**

This study used qualitative approach with descriptive method. The data sources from secondary data collected by using literature that related with thus study. The data collection process was carried out by searching literature from various sources including play store, websites, books, journals electronic media and government documents. The collected data was described descriptively and analysed by referring for the framework of online-based public service management concepts. The analysis results then interpreted to obtain deep understanding in this study.

**Results and Discussion**

The RABEG application was used by the government as an effort to realize the e-government system and to improve public services in Kota Serang. This application officially began to be used in 2018. Currently, the application has entered its fifth year. However, it seems that the implementation of the RABEG application has not fully run optimally. One of them could be found in the ratings and responses on the Google Playstore provided by users. Here are some of the responses that were sent by users:

![Picture 1. The users responses of Rabeg application](Sumber: Playstore RABEG application (2022))
There were a number of unfavorable responses and low ratings of RABEG's government application in Kota Serang. The RABEG application rating was 1.6 out of a scale of 5. It reflected the issue that the government has not been optimal in managing the application service.

This study analysed the management services of RABEG app using Indrajit theory approach that underlied service management in electronic-based government applications. The theory includes six key components; content development, competency building, connectivity, cyber law, citizen interface, and capital.

1. Content Development

The application content development, especially in terms of inputting data that could be easily accessed by administrators or operators, was the main focus in this component (Amanuha, et.al, 2021). However, The use of RABEG application showed that content development management had not running well. The impact was the emergence of various complaints and low ratings from RABEG application users. In the users experience, the initial display when opening the RABEG application was as illustrated below:

![Initial Display of RABEG Application](playstore.png)

Picture 2. Initial Display of RABEG Application
Source: Playstore RABEG Application, 2022.

When was opened, the initial display was immediately blank white as in the first image and after waiting for a while the display changed as in the second image with the words "Web page unavailable". The absence of monitoring and evaluation regularly made the performance of this application did not increase, instead the application experience many problems furthermore caused the application to be down. The difficulty to access not only occurred on the playstore application but in the Kota Serang government website application also occurred the same thing. The display appears there was a description that "this site cannot be reached," as could see in the following figure:
The optimal using of the RABEG application actually has a significant impact on the service process that was the need for public. Although the RABEG application was supposed to serve as a platform to address various complaints, aspirations, complaints, and public opinions, in fact this process had encountered many obstacles. This indicated weaknesses in the management of e-government, especially in the aspect of services through government sites that had not been supported by effective management systems and work processes. Thus could be interpreted that computerized penetration in government management systems and work processes was limited (Indrayani, 2020).

The government of Kota Serang should ensure that the performance of the RABEG application ran smoothly and effectively. In this effort, inspection and evaluation steps were very important to monitor the performance of the RABEG application regularly. In addition, the government needed to offer responsive customer services, so as problems occured in the application, the public could immediately contact the relevant operator to get the right and fast solution. The website also acted as an interactive tool that facilitates interaction between government and stakeholders in the discussion of various issues.

2. **Competency Building**

In 2018, training was conducted for 33 operators from all Regional Equipment Organizations (OPD) in Kota Serang to ensure the operation of the RABEG application ran smoothly. The purpose of this training was to followed up every complaint, complaint, or opinion from the incoming community quickly and appropriately. This training activity took place on February 21st-22nd, 2018 at Regal Hotel, Anyer (DISKOMINFO, 2018). Moreover, coordination and evaluation meetings were held in 2020, 2021, and 2022 to monitored the progress of this application. Over time, the number of complaints that come through this application also continued increase.

For instance, in 2020, a meeting was held at Cibiuk Restaurant Kota Serang, with a total of 66 complaints addressed to the Transportation Office regarding public street lighting (PJU), traffic light and parking. In the same year, 95% of complaints have been successfully handled (Tagar.id, 2020). Then, in 2021, there were 163 complaints with the majority of complaints directed to the Population and Civil Registration Office regarding the making of ID cards, followed by the Transportation Office related to street lighting, and the Public Works and Public Housing Office related to road repairs. Although most complaints have been handled adequately, there were some cases that delayed in response (DISKOMINFO Serang City, 2021).

In November 2022, another coordination and evaluation meeting was held at Flamengo Hotel. Data showed that during 2022 there were 134 complaints submitted through
the RABEG application. Most of the dominant complaints have been followed up well, although some were still in the process of being dealt with. However, sometimes the response from OPD to complaints was still slow (Serang Kota, 2022).

3. Connectivity

Infrastructure connectivity was an important factor in the successful implementation of the e-government system. The use of computers as hardware and software was an important support in the operationalization of the internet that has used electronic technology. In 2018, 33 RABEG operators from all OPDs in the Kota Serang government environment were involved in this initiative (https://kominfo.se-rangkota.go.id/detailpost/bimtek-operator-rabeg-siap-layani-aduan-warga). In the utilization of the internet, the use of digital technology such as computers allowed sending messages quickly without time barriers (timelessness), in various forms such as text, graphics, audio, or video. Furthermore, the flow of messages in the internet was not limited to one direction (linear), but was interactive and allowed interaction through various facilities. This connectivity was fully interactive, allowing all messages in the internet medium to get instant feedback from the recipient of the message (user).

Table 1. The Summary of Public Compliants in RABEG Application in Kota Serang 2018-2021

<table>
<thead>
<tr>
<th>No</th>
<th>Year</th>
<th>Month</th>
<th>Number Compliant</th>
<th>Finish</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>2018</td>
<td>January – December</td>
<td>210</td>
<td>182</td>
<td>86.7%</td>
</tr>
<tr>
<td>2.</td>
<td>2019</td>
<td>January – October</td>
<td>21</td>
<td>-</td>
<td>0%</td>
</tr>
<tr>
<td>3.</td>
<td>2020</td>
<td>January – December</td>
<td>87</td>
<td>84</td>
<td>96.5%</td>
</tr>
<tr>
<td>4.</td>
<td>2021</td>
<td>January – August</td>
<td>138</td>
<td>115</td>
<td>83.3%</td>
</tr>
</tbody>
</table>

Source: Sabila, Asih (2023).

4. Cyber Laws

The process of forming this application was based on the legal included in Law Number 11 of 2008 concerning in Electronic Information and Transactions, as well as Law Number 14 of 2008 concerning in Public Information Openness. In addition, the guidelines that had been set by the government of Kota Serang through Serang Mayor Regulation Number 41 of 2017 concerning the Utilization of Information and Communication Technology in Local Government Administration, were also the basis for developing this online application. Another regulation used was the Serang Mayor Decree Number 487 / Ket.17 / Law / 2018 which regulated the formation of a Community Complaint Service Implementation Team through the "RABEG" application in Kota Serang (biem.co, 2018). Seeing that there is a clear foundation in the operation of this electronic service (RABEG) but it has not run well.

There were some clear foundations to operate this electronic service (RABEG) but still not running well. This was a serious concern where the government was not only adaptive in the development of increasingly sophisticated technology that then became talkative by only making various electrical-based public services without maintenance of these products to run sustainably so that they could fulfill the community services well. Therefore, implementers need to have consistency and high commitment in carrying out this regulation which was supported by various adequate resources.

5. Citizen Interfaces

As an effort to improve the quality of public services, the government of Kota Serang through the Communication and Information Office developed a online public service application known as RAGEM (Religious, Adaptable, Great, Educate, Modern). This application acted as a master platform that integrates various information service applications from various aspects of public services, including RABEG, GLATI (Buying and Selling MSME Products), 112 emergency services, and there will be additional correspondence applications (Radar Banten, 2022). However, it was important to realize that there had previously been a
national complaint forum managed by the Ministry of State Apparatus and Bureaucratic Reform, known as "LAPOR!" and accessible through www.lapor.go.id website as the National Public Service Complaint Management System (SP4N) (Banpos.co, 2021). Taking into this situation, there was a potential receptacle overlap compliants, that may affect the performance of operators and related OPDs. Therefore, it was necessary to integrate the services between national and regional levels, which involved more than management.

6. Capital

In implementing the e-government system, the government need to allocate significant funds. This included the cost of training and developing human resources to operate the system, as well as the procurement of hardware such as computers and networks. Relevant with the provisions of Serang Mayor Regulation Number 38 of 2018 concerning Guidelines for the Utilization of Information and Communication Technology in Local Government Administration, sources of financing from the State Budget (APBN), Regional Revenue and Expenditure Budget (APBD), and other legitimate sources of funds.

This fund was used for various purposes, including the preparation of regulations and policies, the procurement and installation of hardware and software, the management of e-government operations, and the development of human resources in management of information and communication technology. In the context of implementing the RABEG application, the city government supported it through budget allocations from the APBD, while network maintenance, socialization, and technical guidance activities for operators were funded by the Communication and Information Agency in Kota Serang (Sabila, Asih, 2023).

Conclusion

The government continued to strive to run good governance through by giving optimal public services through e-gov. This type of service was also adapted by the government in Kota Serang in improving service providers to the community based on online called "RABEG" (Reaction to Citizen News). However, the management of public services had not run optimally due to several obstacles and shortcomings such as applications that were difficult to access, overlap in the complaint because not only RABEG" but there were other applications. Some of these application include RAGEM (Religious, Adaptable, Great, Educate, Modern), Glati (Buying and Selling MSME Products), emergency service 112, and there will be additional correspondence applications and there has previously been a national complaint forum managed by the Ministry of State Apparatus and Bureaucratic Reform, known as "LAPOR!". Another obstacle was the lack of supporting resources in these online services, even though quite a lot of people provide public complaints against various services provided by the government.

Therefore, it was important that the government had to be more serious in managing this online services, which was not only limited in making services but also took commitment and consistency in service maintenance so public services could run optimally and fulfill properly.

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