Communication Strategy of Diskominfo Magetan Regency in Socializing SP4N-LAPOR! to the Public in 2022-2023

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Abstract

National Public Service Complaint Management System (SP4N) - People's Online Aspiration and Complaint Service (LAPOR!) is a service for conveying all the aspirations and complaints of the Indonesian people through several complaint channels, namely the website www.lapor.go.id, SMS 1708 (Telkomsel, Indosat, Three), Twitter @lapor1708 as well as mobile applications (Android and iOS) that connect the community with the government, especially in Magetan Regency. This research aims to explain how the Diskominfo Magetan Regency implements communication strategies through five stages in the SP4N-LAPOR! Service socialization activities. The importance of this research is based on obstacles related to the not-yet-optimal use of the SP4N-LAPOR! by the people of the Magetan Regency. So, the Diskominfo Magetan Regency a government agency responsible for information management, must carry out outreach activities related to this complaint service. This research uses a qualitative descriptive method with a post-positivistic paradigm, testing data validity through source triangulation techniques and data analysis, including data collection, data reduction, data presentation, and conclusion. The results of this research are that the Diskominfo Magetan Regency is considered effective in implementing communication strategies in socialization activities and obtaining results by program objectives through five communication strategies: research, planning, implementation, evaluation, and reporting. This success was marked by an increase in the number of complaints recorded on the SP4N-LAPOR! at Diskominfo Magetan Regency compared to the previous year. The limitation of this research is that the researcher could only answer phenomena related to communication strategies carried out by the Diskominfo Magetan Regency and could not answer wonders of communication strategies in other government agencies in socializing the SP4N-LAPOR! Service To the Public in 2022-2023.

Keywords: Communication Strategy, Service, SP4N-LAPOR!

Introduction Section

The rapid development of technology and information has brought about various changes, one of which is that today's society depends on the flow of information. In this case, every agency, including companies, government, and other institutions, certainly has a share in being responsible for information management. In government agencies, conveying information to the public or the public requires involvement between public information facilities and government information facilities so that the public can receive information, understand, know, and provide support for government programs that have been prepared or implemented by the government, especially in the Magetan Regency.

Management of public information, especially in Magetan Regency, is carried out by the Communication and Informatics Service usually called Diskominfo; this is based on Magetan Regency Regional Regulation Number 15 of 2016 concerning the Formation and Structure of Magetan Regency Regional Apparatus (2016 Magetan Regency Regional Gazette Number 12. Additional Sheet Region Number 64) that Diskominfo has the task of assisting the Regent in carrying out government affairs in the fields of communication and informatics, coding and statistics which are regional authorities and assistance tasks (Kominfo, 2020). Diskominfo is an agency responsible for managing information within the government. Diskominfo acts as an information provider, socializing programs and providing solutions for managing government data through electronic and online media.

However, within the scope of the Magetan Regency Government, the information management process by Diskominfo still finds obstacles, including limitations in the delivery of policies, rules, and services issued by various regional apparatuses to the community, resulting in an information gap between the government and the community in Magetan Regency. One of the Diskominfo Magetan Regency services that the public still needs to maximize is SP4N-LAPOR! National Public Service Complaint Management System (SP4N) - People's Online Aspiration and Complaint Service (LAPOR!) is a service for conveying all the aspirations and complaints of the Indonesian people through several complaint channels, namely the website www.lapor.go.id, SMS 1708

(Telkomsel, Indosat, Three), Twitter @lapor1708 and mobile applications (Android and iOS) (Kominfo Magetan, 2022).

Figure 1. SP4N-LAPOR! Service Logo

SP4N-LAPOR! Service started with the realization that handling complaints related to public services in various institutions in Indonesia has yet to be carried out efficiently and coordinated. Each agency handles complaints separately without good coordination, causing overlaps in handling complaints. There is a possibility that any institution will not tolerate protests because they are considered outside their authority. Integrating the complaint management system related to public services into one platform is very important to improve governance (Sri Zulaikah et al., 2022). SP4N-LAPOR! namely the Ministry of State Apparatus Empowerment and Bureaucratic Reform (Ministry of PANRB) as Public Service Supervisor, the Presidential Staff Office (KSP) as Supervisor of National Priority Programs, and the Ombudsman of the Republic of Indonesia as Public Service Supervisor. LAPOR! has been designated the National Public Service Complaint Management System (SP4N) based on Presidential Regulation 76 of 2013 and Minister of State Apparatus Empowerment and Bureaucratic Reform Regulation Number 3 of 2015 (Kominfo, 2020).

The beginning of the SP4N-LAPOR! Service stems from managing complaints related to public services in various organizing organizations in Indonesia which has yet to be carried out efficiently and in an integrated manner. Each organizing agency manages complaints separately and needs better coordination. As a result, there is often overlap in handling complaints, and there is even the possibility that any organizing institution does not handle complaints because the complaint is outside the scope of its authority. Therefore, to achieve the goal of creating better governance, it is necessary to integrate the complaint management system related to public services into one platform (Sri Zulaikah et al., 2022).

However, in practice, the public's use of this complaint service, especially in the Magetan Regency, is relatively small. Based on data from the Diskominfo Magetan Regency in January-December 2022, there were only 31 complaints, with an average of 2 monthly complaints received on the SP4N-LAPOR service! Diskominfo Magetan Regency. To maximize the community's use of SP4N-LAPOR!, the Diskominfo Magetan Regency needs to carry out outreach regarding the existence of this service. Communication activities are essential in introducing the SP4N-LAPOR! to the public. Communication is a process in which the individual, group, or organization that is the sender (sender) sends information (message) to the individual, group, or organization that is the recipient (receiver). In this case, it can be concluded that there is no single and absolute definition of communication (Jaya, 2021).

To achieve the desired results in communication, a communication strategy is needed. Communication strategy combines planning and management to achieve predetermined goals (Vera, 2020). Communication strategy is a determining factor in success regarding what you want to convey or what your goals are. Therefore, the Diskominfo Magetan Regency must develop a communication strategy to socialize the SP4N-LAPOR! Existing long-term goals can achieve this.

This research is entitled " Communication Strategy of Diskominfo Magetan Regency in Socializing SP4N-LAPOR! To the Public in 2022-2023," examines the influence and role of the communication strategy by the Magetan District Communication and Information Office in the socialization of the SP4N-LAPOR! Service. In this case, analyzing the Diskominfo Magetan Regency communication strategy carried out during the SP4N-LAPOR! Service outreach activities are taken from the "Five Stages of Communication Strategy" explained by Hafied Cangara. This research aims to assess the steps and impacts of the SP4N-LAPOR! Diskominfo Magetan Regency through the application of communication strategy theory.

Literature review

Emmelia Aritha Ginting & Sri Menda Krina Br Ginting (2020), in their research entitled: "Communication Strategy for the Simpang Empat District Head Office in Socializing the E-Report Program! to the Community in Simpang District," explain the communication strategies used by the Simpang Empat District Head Office in introducing the E-LAPOR! to society. This research was carried out because there were indications that the outreach efforts could have been more optimal; this was indicated by the people in Simpang Empat Tanah Karo District, who still often needed to remember how to use the application (Ginting & Ginting, 2020).

Another research conducted by Naldi Vadillah (2021) entitled: "Communication Strategy for the Simpang Empat District Head Office in Socializing the E-Report Program! to the Community in Simpang District" research explains the communication strategies used in socializing the people's online aspirations and complaints service website program (Lapor) to the community in Makassar City by utilizing developments in information technology, such as making pamphlets and short videos (Naldi Vadillah, 2021).

The latest research conducted by Diah Lastri Febriani & Reni Juliani (2022) in their study entitled: "Regional Government Communication Strategy in Disseminating Public Information in West Aceh Regency" shows that the West Aceh Regency Communication, Informatics, and Encryption Service carries out outreach activities to the community using forming a jumping information group which is undoubtedly helpful for the community, especially regarding information services (Febriani & Juliani, 2022).

The author found several similarities with this research based on several previous studies. These similarities can be found in researching communication strategies in socialization activities. Meanwhile, the differences and novelty of this research lie in the subject, object, and research location. This research focuses on the communication strategy the Diskominfo Magetan Regency carried out in socializing the SP4N-LAPOR! to the community, especially in the Magetan Regency. This research is necessary because the community's use of this complaint service in Magetan Regency has yet to be optimal.

Methods

The approach used in this research is post-positivistic, which places more emphasis on qualitative research. Qualitative research aims to investigate, discover, describe, and explain unique characteristics or aspects of social impact that cannot be defined or measured directly. Qualitative research seeks to understand the studied problem (Adlini et al., 2022). This method will answer the question of how and what the role of the Diskominfo Magetan Regency is in socializing the SP4N-LAPOR! Service In Magetan Regency. This research will use the case study analysis method. A case study is an approach that explores a particular phenomenon and collects detailed and in-depth information (Assyakurrohim et al., 2022). The case study method allows researchers to analyze comprehensively (Bado, 2021). In this research, a case study approach was used to dig up information and provide an overview of the communication strategies used by Diskominfo in socializing the SP4N-LAPOR! to the public in Magetan Regency in 2022-2023.

This research's primary data source was direct interviews with the Head of Information and Public Communication, the Head of the Public Information and Information Management Section, and the Information and Public Communication Staff of the Diskominfo Magetan Regency. Documentation techniques will also be used to complete the data obtained from the interviews. The data analysis was carried out by collecting data from interviews and documentation. This research uses the concept of Hubburman and Miles (Naldi Vadillah, 2021). This technique includes data reduction, data presentation, and conclusion. In this research, the author only used triangulation of data sources to test validity. Source triangulation is used to test the credibility of the data, which is done by checking data obtained through several sources (Rahmadi, 2022). Triangulation of data sources in this research was obtained from information provided by the Diskominfo Magetan Regency.

Results and Discussion

Communication Strategy

Communication strategy is planning and management to achieve the desired goals (Asri, 2022). Communication strategy is also defined as a transfer of new ideas on a larger scale designed to change human behavior (Adawiyah & Arif, 2022). Communication strategies have various functions, including systematically spreading informative, persuasive, and instructive information messages to targets to obtain optimal results (Anggraini et al., 2021). Choosing a communication strategy is a crucial step that requires careful handling so that it does not have fatal consequences that cause losses in terms of time, material, and energy (Hidayah, 2019). In socializing the SP4N-LAPOR! Service: this strategy is needed to increase awareness and maximize the community's use of this complaint service, especially in the Magetan Regency.

Stages of Communication Strategy

According to Hafied Cangara, there are five stages of communication strategy. These include the research, planning, implementation, evaluation, and reporting stages (Rahmawati & Cindy, 2021). Diskominfo Magetan Regency implements communication strategies through the five stages of implementing SP4N-LAPOR! to the public, especially those in Magetan Regency.

Study

Research is a process of finding information that aims to find existing facts or problems and then use it to plan an effective communication strategy by the Magetan District Communication and Information Office for the SP4N-LAPOR! Service socialization program! To the public, especially in Magetan Regency. This research stage was carried out to make it easier for the Diskominfo Magetan Regency to achieve the desired goals (Hidayat, 2023).

SP4N-LAPOR! Service is a complaints platform created by the Ministry of PANRB and managed by each government agency, including the Diskominfo Magetan Regency. At this stage, problems related to the less-than-optimal use of the SP4N-LAPOR! were discovered by the public or community in the Magetan Regency. Based on data from the Diskominfo Magetan Regency in the January-December 2022 period, there were only 31 complaints submitted on the SP4N-LAPOR! platform Diskominfo Magetan Regency. Based on discovering existing facts and problems, the Diskominfo Magetan Regency conducted outreach regarding the SP4N-LAPOR! Service. In connection with this socialization process, so that the program can be implemented well, it is necessary to implement a communication strategy to maximize the use of SP4N-LAPOR! Especially in Magetan Regency. At the research stage, the communication strategy to socialize the SP4N-LAPOR! This is done so that the public uses this complaint service to channel aspirations, criticism, and questions related to policy and public services to the government's official platform, namely the SP4N-LAPOR! Maximally, to improve the quality of public services and strengthen government governance that is more transparent and accountable.

Planning

Planning is preparing plans for future steps aimed at establishing strategic goals and designing strategies to achieve these goals. This stage is carried out by selecting or determining the source (communicator), message, media, and target audience (segment), as well as the expected effects of the strategy (Aditama et al., 2021).

The planning stage carried out by Diskominfo is determining the content of the message to be conveyed regarding the SP4N-LAPOR! Service. Messages can attract attention if the message concerns needs and is helpful for the communication target. Getting messages or information from the Diskominfo Magetan Regency is carried out verbally and in writing. The main message conveyed in the socialization activity is an invitation for the public to participate in submitting their complaints through the SP4N- LAPOR! Service. The media used to get message content or information must also be adapted to the characteristics of the public, especially in the Magetan Regency. Diskominfo Magetan Regency in disseminating information related to the SP4N-LAPOR! Through direct meetings, owned social media, Flyer media, Xbanner, and local government radio. At this stage, the Diskominfo Magetan Regency does not have a specific target audience for the SP4N-LAPOR! The public. The expected effect of socialization activities is increasing public awareness regarding official complaint services created by the central government and increasing the number of complaints submitted on the SP4N-LAPOR! platform at Diskominfo Magetan Regency.

Implementation

The implementation stage is the action taken to implement the strategic plan that has been formulated. In an institutional context, the implementation stage is used to coordinate the implementation of strategies approved by all divisions within the institution (Ahda & Rozi, 2022).

Table 1. SP4N-LAPOR! Socialization Efforts by Diskominfo Magetan Regency

Visual Images	Information
	SP4N-LAPOR! in the regional apparatus of Magetan Regency

	SP4N-LAPOR! Pamphlet or Flyer service

Source: (Dinas Kominfo Kabupaten Magetan, 2022)

At this stage, based on the first picture above, the initial steps taken by the Diskominfo Magetan Regency in implementing a communication strategy to socialize the SP4N- LAPOR! Namely carrying out socialization first with all Regional Apparatus Organizations (OPD). This is done because OPD is the party that will collaborate or cooperate with Diskominfo in handling complaints from the public. In outreach activities with the OPD, Diskominfo explained the work system, technical procedures, and SP4N-LAPOR! Service mechanisms.

According to the second picture, the Diskominfo Magetan Regency also uses pamphlets or flyers to socialize or disseminate information about the SP4N-LAPOR! Complaint service So that the public or the public can know about the existence of this service. Apart from that, in socializing the SP4N-LAPOR! The Diskominfo Magetan Regency also utilizes the social media platform Instagram, and the Diskominfo Magetan Regency carries out other activities to socialize the SP4N-LAPOR! Namely through public service advertisements (PSAS) on Radio owned by the Magetan Regency Government. At the stage of implementing the communication strategy, in socializing the SP4N-LAPOR! Diskominfo Magetan Regency spreads information about the SP4N-LAPOR! Service Through several activities, including outreach with OPD, flyers, social media platforms like Instagram and Xbanner, and radio broadcasts.

Evaluation

The evaluation stage measures the final results of strategy implementation, assessing the extent to which the strategy has achieved the expected results and whether its implementation is according to the plan (Arifin & AF Poerana, 2021). Implementing this socialization activity benefits the public or society, especially in the Magetan Regency. With this outreach activity, the public knows that the SP4N-LAPOR! This can channel aspirations, criticism, and questions related to policy and public services.

Diskominfo Magetan Regency conducts various outreach activities during 2022-2023 regarding the SP4N-LAPOR! Service Good results were obtained. This is indicated by an increase in the number of complaints submitted to the SP4N-LAPOR! Service. Based on data from the Diskominfo Magetan Regency, the number of complaints in January-October 2023 was 49, with an average of 4 monthly complaints. This shows an increase in the number of complaints from the previous period, namely January-December 2022 where only 31 were received, with an average of 2 complaints received on the SP4N-LAPOR! Service Diskominfo Magetan Regency.

Reporting

The reporting stage is the final step of the communication strategy, which involves compiling information in the form of a written report (Fitriadi, 2023). This report is then submitted to the competent leadership, such as the Regional Secretary or the Regent of Magetan Regency, to serve as a basis for considering the results of complaints submitted to the SP4N-LAPOR! Service. In Magetan Regency SP4N-LAPOR! Used as a platform to channel aspirations, criticism, and questions related to policies and receive complaints regarding public services. In the reporting stage, reports submitted through this service are summarized monthly by the Diskominfo Magetan Regency. After recapping, the pieces are presented to the leadership. Based on the results of reporting in 2022 carried out by the Diskominfo Magetan Regency regarding complaints received on the SP4N-LAPOR! as follows.

Table 2. SP4N-LAPOR! Report Data January-December 2022 period

Row Labels	Count of Tracking ID
Archived by Admin	4
Responded by the Complainant	2
Followed up by the Agency	2
Closed by Reporter	1
Closed by System	18
Waiting for Complete Information	4
Grand Total	**31**
AVERAGE COMPLAINTS PER MONTH 2 COMPLAINTS	

Source: (Diskominfo Kabupaten Magetan, 2022)

The results of reporting in the table above carried out by the Diskominfo Magetan Regency in the January-December 2022 period show that 31 complaints were received on the SP4N-LAPOR! Service. Meanwhile, the data showed significant changes after the Diskominfo Magetan Regency carried out socialization activities, according to the table below.

Table 3. SP4N-LAPOR! Report Data January-October 2023 period

Row Labels	Count of Tracking ID
Archived by Admin	1
Filed by the Reporter	1
Archived by System	1
Responded by the Complainant	2
Followed up by the Agency	2
Closed by Reporter	3
Closed by System	33
Waiting for Complete Information	5
Verified	1
Grand Total	**49**
AVERAGE COMPLAINTS PER MONTH 4 COMPLAINTS	

Source: (Diskominfo Kabupaten Magetan, 2022)

Diskominfo Magetan Regency reporting results in the January-October 2023 period show that as many as 49 complaints were submitted to the SP4N-LAPOR! Service this proves that after carrying out outreach activities related to the SP4N-LAPOR! Increased the number of complaints received. The results of this reporting process have significant value because they are the basis for the Magetan Regency Government to make decisions and prepare further programs. Information from these reports becomes the basis for evaluating the success of previously established strategies and helps identify problems that need to be addressed or corrected. Thus, the reporting stage is not only the final step of the communication strategy stage but also an essential point in the planning and decision-making cycle for the Magetan Regency Regional Government regarding the SP4N-LAPOR! Service.

Obstacles to implementing the communication strategy of the Diskominfo Magetan Regency in socializing the SP4N-LAPOR!

Diskominfo Magetan Regency has developed an effective communication strategy for socializing the SP4N-LAPOR! Service. However, obstacles still need to be found in implementing the system that has been prepared. During the implementation of the socialization of the SP4N-LAPOR! It was found that there were differences of opinion between the Diskominfo Magetan Regency and the Regional Apparatus Organization (OPD) in handling incoming complaints. Differences in approaches to responding to complaints can slow down the resolution

process, disrupt efficiency, and reduce the quality of service to the community. Therefore, the Diskominfo Magetan Regency and OPD need to collaborate in handling complaints submitted to the SP4N-LAPOR! Service.

Conclusions and suggestions

Conclusion

In this research, communication strategies are essential in achieving the set communication goals. Diskominfo Magetan Regency has implemented five stages of an effective communication strategy, including the research, planning, implementation, evaluation, and reporting, to introduce the SP4N-LAPOR! Service to society. The outreach activities carried out by the Diskominfo Magetan Regency were considered adequate because it was proven by increasing public awareness regarding the existence of the SP4N-LAPOR! Service. There was also an increase in the number of complaints, which reached 49 in 2023 compared to 31 in 2022, showing the effectiveness of SP4N-LAPOR! Especially in Magetan Regency. Through data from the Diskominfo Magetan Regency, research can provide an in-depth understanding of implementing the five stages of communication strategies in socialization activities.

Suggestion

Based on the research results, researchers suggest that the Diskominfo Magetan Regency should increase outreach activities about the SP4N-LAPOR! Intensively to the public or the community, especially those in Magetan Regency. This suggestion also includes optimizing the use of owned media, especially social media platforms. The reason is the high number of social media users and the public's ease of access, which can increase public awareness about the existence of the SP4N-LAPOR! Service as a means of providing complaints regarding public services.

Acknowledgment

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