

THE EFFECTIVENESS OF THE LAPOR APPLICATION OF THE OFFICE OF COMMUNICATION AND INFORMATICS IN CAPTURING COMMUNITY ASPIRATIONS

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ABSTRACT

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LAPOR namely an application for public complaints is one of the steps taken by the central government to anticipate the need for feedback from the public on the services provided by the government. Feedback in providing services is important because it can be a material for improvement for Sidoarjo Regency Government agencies. The benefits of conducting research are to find out the effectiveness of the application of LAPOR, as well as to find out what factors are the strengths, weaknesses, opportunities, and threats in implementing LAPOR in Sidoarjo. This research refers to the theory of Organization Public Relationship (OPR). This study uses a qualitative method with a descriptive approach, with the subject being the focus of the Sidoarjo Regency Communication and Information Service, while the object is the People's Online Aspirations and Complaints Service (LAPOR). The results of this study show that the LAPOR application involves public participation and increases two-way interaction between the community and the government in overseeing development programs. This has proven to be effective from the 2023 reports for January and February which show that there are relatively many complaints coming in, and the average number of complaints in that month is road infrastructure. The application of LAPOR in the city of Sidoarjo may face several obstacles, including limited access and understanding of technology, not all people have adequate access to the internet or the devices needed to use the LAPOR application.

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1. Introduction

Public communication is an important part of public interest and trust in government. Communication is a series of activities or events that occur sequentially or with certain stages (Hariyanto, 2021). Public communication is the process by which messages are sent from one

communicator to another through the media, either through verbal or nonverbal communication. Initially, public communication can run in one direction, but then it can develop into a dialogue process between the parties involved. (Liliwari, 2011) In explaining public communications in more detail, it should be noted that the majority of public communications involve audiences with different cultural backgrounds and they do not at least have the knowledge and ability to communicate or discuss these messages. Public communication will be more effective by taking into account the level of education, psychology, location and surrounding environment, as well as the network and communication patterns used (Hariyanto, Dharma, & Sukmana, 2021). Public relations is related to work that is carried out globally, structured and sustainable in order to create communication and goodwill and mutual understanding between an organisation and all audiences (Pramono, 2023)

Government and administration are closely related, although they have different meanings in terms of understanding and function. In the context of this research, it is important to understand the meaning of government and governance in more depth. The word "government" comes from the Latin "gubernare" which means to direct, guide, or drive. The government, which can be likened to a captain, has the duty to determine the policies that will be implemented in order to achieve the goals set by the state. According to (Pamudji, 1983), The government has the root word of "command", which implies that the government is the authority that gives orders or instructions to carry out something. The government is a concrete political structure that is very important in managing the country. According to Apter, the government is an institution established to maintain order and security in a region. They have an important role in protecting the rights and interests of society, as well as regulating relations between individuals and groups in society (Apter, 1985).

Government has the origin of the word "command", which is then given the prefix "pe-" and the ending "-an" becomes government, which refers to action, ways, or affairs carried out by the governing body. The notion of government can be classified into two aspects, namely government in the narrow sense and government in the broad sense. Government in a narrow sense refers to state agencies that are responsible for implementing executive tasks. Meanwhile, the government in a broad sense includes all state institutions or organizations that are tasked with carrying out various obligations as part of a complex social system. This includes executive, judicial, and auditive functions (Naim, 2017). Governance is primarily concerned with the process of political regulation, approaches or models for managing public issues, and managing public resources. There are three main values that are of concern in the discussion of government. The first is Accountability. This relates to the extent to which people who are governed can influence those who rule, or in other words, the extent to which the level of public trust in government. Accountability shows the level of government effectiveness in carrying out its duties and meeting people's expectations. Then both Legitimacy refers to the state's right to gain power over its citizens and the extent to which this power is considered legitimate. Because the government has proper and appropriate powers, bearing in mind that the government is the result and representative of the community itself. And the third is Transparency related to the extent to which the state opens public access in decision-making. This process involves establishing mechanisms that ensure community participation in decision-making, so that they feel involved in the consequences that will arise. Overall, the values of accountability, legitimacy and transparency are at the heart of the discussion in the governance context (Labolo, 2014).

Technological advances are inevitable in this life, because they always go hand in hand with advances in science, including the government sector (Ngafifi, 2014). The government has

adopted the latest digital-based information and communication technology to form an electronic government system or e-government. The development of e-government aims to improve efficiency, effectiveness, transparency and accountability in governance (Nurdin, 2018). Along with the development of this electronic government system, which plays a role in increasing the efficiency and effectiveness of the government bureaucracy. The government is innovating to provide better services to the community. In order to improve the quality of public services. Public services are important in supporting every day-to-day activity of the community. As a commitment to improving the quality of public services and supporting the principles of transparent government, the government has made various efforts, Publishing Law No. 25 of 2009 relating to Public Services explains that public services involve activities aimed at meeting service needs in accordance with the law for every citizen and resident. This includes the provision of goods, services,

In the context of public services, the principle of participation has an important role in realizing good governance. A new view that is developing regarding improving public services can be understood as an effort that involves the community not only as customers, but also as citizens who have responsibility for the state and its government (Dwiyanto, 2014). In order to realize the provision of convenience to the community in conveying complaints and aspirations in public services so as to improve the quality of public services by involving community participation. The government has provided LAPOR. LAPOR is a digital application that has been created and run by the Presidential Staff Office. This application was designed with the aim of encouraging active community participation and strengthening two-way communication between the government and the public. Interactively (Karnay, 2020). LAPOR also has principles that are easy to use and integrated, with the aim of overseeing development and public services. With the use of information and communication technology by the government through e-government, now people can easily convey their aspirations through the LAPOR application without the need to go directly to the government office. This makes the process more effective and efficient compared to conventional methods which often require complicated and convoluted processes.

Communities in Sidoarjo City have the possibility to complain, express aspirations, and communicate directly with the government regarding the services provided through LAPOR. The LAPOR program in Sidoarjo City is managed by the Sidoarjo City Communication and Information Office. Until now, the management of complaints related to public services in various implementing organizations in Indonesia has not been optimal and has not been well coordinated. Each implementing organization still manages complaints separately and is not integrated. This often leads to duplication of complaint handling or even complaints that are not handled by the authorized organization. To overcome this problem, steps have been taken to create LAPOR. LAPOR is a social media-based and integrated platform managed by Diskominfo. The main objective of LAPOR is to encourage active participation of the community and increase two-way interaction between the community and the government in reporting complaints and aspirations. LAPOR is one of the steps taken by the central government to anticipate the need for feedback from the public on the services provided by the government. Feedback in providing services is important because it can be a material for improvement for Sidoarjo Regency Government agencies. LAPOR is one of the steps taken by the central government to anticipate the need for feedback from the public on the services provided by the government. Feedback in providing services is important because it can be a material for improvement for Sidoarjo Regency Government agencies. LAPOR is one of the steps taken by the central government to

anticipate the need for feedback from the public on the services provided by the government. Feedback in providing services is important because it can be a material for improvement for Sidoarjo Regency Government agencies.

The public can report complaints and aspirations regarding the problems they face as a form of freedom of expression (Hinaya, Kholidah, & Rahima, 2022). Reporting complaints and aspirations is part of a process of oversight and participation by the public which allows them to interact directly with the government, which is responsible for the provision of public services. With this mechanism, it is hoped that the government can provide optimal services in accordance with the expectations of the community.

Sidoarjo City has a vision to become a district that is prosperous, advanced, has character and is sustainable. To achieve this vision, the government has several missions which cover several things. One of them, the government has committed to achieving honest, transparent and responsive governance through the application of digital technology to improve the quality of public services and make doing business easier. In an effort to create jobs and reduce poverty, the government focuses on developing local self-reliance through sectors such as MSMEs, cooperatives, fisheries, agriculture, the service sector, and industry. In addition, the government is also committed to building socially oriented, modern and just economic infrastructure, while still paying attention to environmental sustainability. The government's fourth effort is to strengthen human resources with quality and integrity through increasing access to education, health and other basic needs. Finally, the government emphasized its commitment to creating a society that is rooted in religious values, maintains social harmony among citizens, and has a religious attitude.

With this vision and mission, the City Government of Sidoarjo has shown its commitment in carrying out development cities in a participatory, collaborative and integrated manner by involving the community and the private sector. In addition, the government is also trying to realize superior public services. The LAPOR application is a means for the public to convey their complaints and aspirations regarding various matters in the administration of government. With the LAPOR application, the government can quickly find out the problems that occur in their environment or region in real-time and provide the best solutions to overcome these problems. Therefore, this journal will discuss the effectiveness of the LAPOR application at Diskominfo in capturing the aspirations of the people of Sidoarjo. In this study, the author will try to explore how Diskominfo activities capture the aspirations of the people of Sidoarjo city. How to implement the LAPOR application in Sidoarjo, what are the obstacles to implementing LAPOR. The benefits of conducting research are: to find out the effectiveness of the application of LAPOR, to find out what factors are the strengths, weaknesses, opportunities, and threats in implementing LAPOR in Sidoarjo. This research refers to the theory of Organization Public Relationship (OPR) according to (Kriyantono, 2017) argues that communication is used as a tool to encourage the public to jointly create meaning and emphasizes the importance of building relationships with all publics. In this theory, communication is placed as a means of building public relations, as well as an evaluation program for the government regarding the impact of relations between the public and organizations.

Several relevant studies have been conducted before and have a relationship with current research. The research entitled "People's Online Aspirations and Complaint Services (LAPOR) at the Banjar City Communication and Information Service" by Sinta Yulia in 2022 The results of the study found several factors causing delays, including, lack of SOPs, lack of

communication between super admin and liaison admin, as well as website access which is often late to report. Another relevant research was conducted by Alhafiz Agung Zeniar in 2021 with the title "Effectiveness of the Communication and Informatics Office in implementing People's Online Aspirations and Complaint Services (LAPOR) in Indragiri Hulu Regency." because it does not meet all existing indicators. These two studies have similarities with the research currently being carried out, because all of these studies focus on the effectiveness of services in the communications and informatics service. By studying previous studies, researchers are expected to be able to gain new insights and compare the results of previous studies with previous findings in order to increase understanding and contribute to the same field of research.

2. Methods

This study uses a qualitative research method with a descriptive approach. Qualitative methods are used to gain a deep understanding of the phenomenon under study. Qualitative research methods are based on the postpositivism paradigm and are used to examine research objects that have natural characteristics. In this approach, the researcher acts as the main instrument, and data collection is carried out through interview techniques. Data analysis in qualitative methods is inductive, with a focus on understanding the meaning contained in the data, rather than making generalizations (Sugiyono, 2014). In this study, the subject that became the focus was the Sidoarjo Regency Communication and Information Service, while the object was the People's Online Aspirations and Complaint Service (LAPOR), namely an application for public complaints.

Data collection techniques in this research were obtained through direct research in the field to obtain data related to the problems studied. Field research is carried out in order to obtain accurate data and information according to the facts in the field. The location of this research was carried out at the Office of Communication and Informatics of the Sidoarjo Regency and this data was obtained through a live broadcast of a press release, then recording of the results of the press release was carried out. Besides through press release, documentation, and data, they were also obtained through observation and interviews. Other data sources are obtained from works such as books, previous research reports, laws, government regulations, journals, and other sources relevant to the research problem.

In this research, data analysis uses SWOT analysis (Strengths, Weaknesses, Opportunities, Threats). Through SWOT analysis, decision makers can understand the position of the organization and consider ideas and make decisions that can take advantage of the strengths they have, capture existing opportunities, minimize weaknesses, and protect the organization from threats that may arise (Rangkuti, 2015).

3. Results and Discussion

In capturing community aspirations through the LAPOR application, a SWOT analysis is carried out to maximize supporting factors, such as identifying strengths and opportunities, while minimizing inhibiting factors, namely weaknesses and threats. The results of SWOT identification are described by the author through the following table

Table 1 : SWOT Analysis

Strength	Weaknesses
<ul style="list-style-type: none"> - There are legal regulations in the form of ministerial regulations governing the management of public complaints. - There is a LAPOR application management team in Sidoarjo City. - The LAPOR application is integrated down to the sub-district level. 	<ul style="list-style-type: none"> - An application that is less stable and still has frequent errors. - Dissemination of LAPOR has not been carried out thoroughly. - Lack of public awareness of the application
Opportunities	Threats (Treats)
<ul style="list-style-type: none"> - The work of government staff becomes more effective and efficient in responding to public complaints. - There is a budget for admin. - LAPOR can be used by persons with disabilities. 	<ul style="list-style-type: none"> - The community lacks digital literacy because the LAPOR application is IT-based - There is a similar channel for online complaints.

Strengths

Strength is an advantage that results from internal organization, in this case the Sidoarjo City Communication and Information Service. In an interview with the initials (AY) from Diskomfo, Sidoarjo Regency, the informant, who is a Public Relations Officer for Diskominfo, stated that:

“In developing a strategy to increase community participation in this LAPOR, there are laws and regulations that support the implementation of LAPOR in the city of Sidoarjo. Then the other strengths are the integration and coordination of LAPOR which reaches the Kelurahan level”.

Weaknesses

Not only does it have internal strength, but Diskominfo also has weak points. As the results of the initial interview (GA) of a Sedati community stated that:

"The weakness is that there are still errors in reports addressed to the relevant agencies. In addition, the LAPOR application is still not stable and causes errors in the community, which is difficult to access. Another disadvantage is the lack of socialization, which is not comprehensive and reaches all levels of society in the city of Sidoarjo." Interview results (GA, 2023).

To overcome this problem, the government can take several steps such as Increasing Application Stability and Accessibility. The Government needs to work closely with the technical team to improve the stability and quality of the LAPOR application. Monitoring and Routine Maintenance, the Government must routinely monitor the performance of the LAPOR application. This includes monitoring user complaints, handling technical errors quickly, and periodic maintenance so that the application continues to run properly. Increasing Socialization and Education. It is important for the government to carry out broader and comprehensive socialization regarding the use of the LAPOR application to all levels of society. the government also needs to educate the public about the benefits and how to use the LAPOR application.

Opportunities

In addition to internal factors, there are external factors, namely opportunities to influence the effectiveness of increasing community participation in LAPOR. In this opportunity factor development comes from external LAPOR factors that can be used by persons with disabilities. In addition, there is a budget for organizing LAPOR as a form of commitment from the government. Another opportunity is that government work will become more efficient and serve the public more effectively. The LAPOR liaison admin gets special allowances and the main LAPOR admin at Diskominfo is given a budget for public complaints. In the LAPOR application in Sidoarjo City, each admin appointed as the LAPOR team whose job is to respond to each agency is also given technical guidance and outreach regarding procedures for responding to each public complaint report.

Threats (Treats)

There are also threats from external factors that can hinder the implementation of the strategy, some of which are the mutation and rotation of the LAPOR application manager so that the Communication and Informatics Office holds another initial socialization of technical guidance. The next threat is that there are still several online complaint channels so that LAPOR does not become the main gateway for public complaints. Another threat is society for those who lack digital skills because the LAPOR application is IT-based

Diagram Pengaduan Masuk Masyarakat (2023)

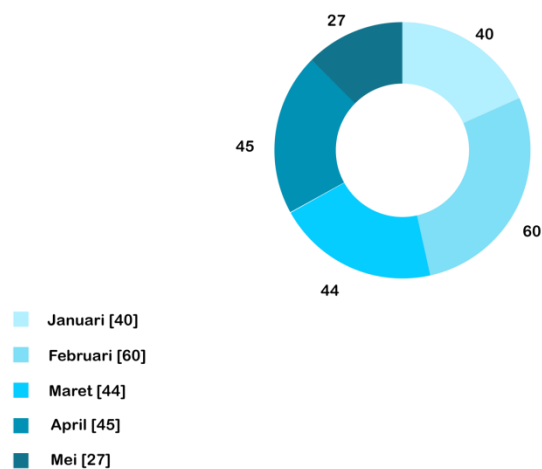


Figure 1 : Diagram Pengaduan Masuk Masyarakat (2023)

The figure 1 shows the change in the number of complaints from month to month. In January, there were 40 complaints received. The number of complaints increased in February to 60 reports. However, in March, there was a decrease in the number of complaints to 44 reports. In April, there was a slight increase to 45 reports. And in May, the number of complaints dropped dramatically to 27 reports.

This graph provides an overview of the pattern of public complaints through the LAPOR application during a given period. The government uses this graph to track the number of complaints from month to month, identify the changes that have occurred, and take the necessary actions to improve the quality of public services and address the problems raised by the public.

Diagram Top 5 Topik Aduan Masyarakat (2023)

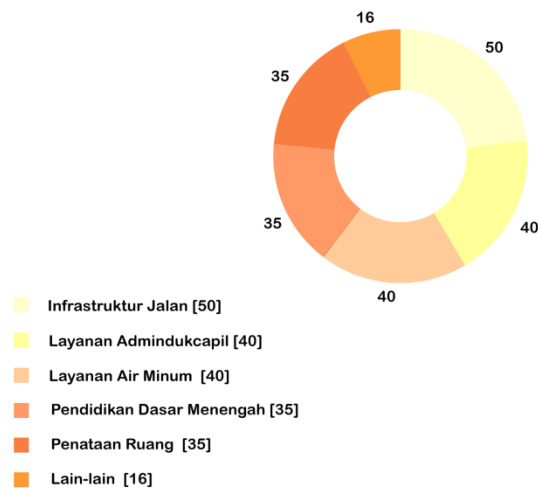


Figure 2 : Diagram Top 5 Topik Aduan Masyarakat (2023)

In Diagram there are the top 5 complaint topics that are most often reported by the public through the LAPOR application along with the number of reports recorded:

Road infrastructure: There were 50 reports highlighting problems related to road infrastructure, such as damaged roads, traffic accidents or lack of road facilities.

Adminkapil services: There were 40 reports related to population administration and civil registration services, such as the slow process of making identity cards, data errors, or difficulties in obtaining population documents.

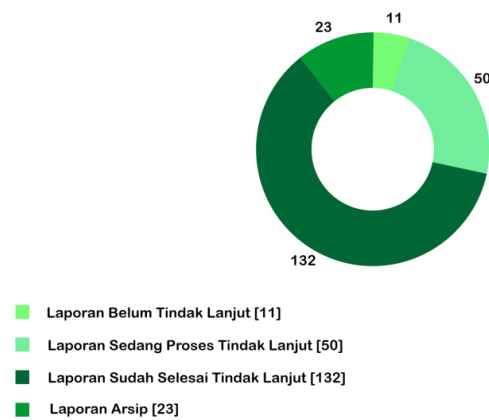
Drinking water services: There were 40 reports related to drinking water services, such as poor water quality, water supply disruptions, or high tariffs.

Primary secondary education: There were 35 reports related to primary and secondary education, such as inadequate educational facilities, teacher shortages, or curriculum problems.

Spatial planning: There are 35 reports that discuss spatial planning, such as development that is not according to plan, spatial violations, or land conflicts.

Apart from these five topics, there are also 16 other reports covering complaints with various topics and not included in the above categories.

This data provides an overview of the topics that are most often of public concern and are the focus of complaints through the LAPOR application. This information can assist the government in identifying areas that require more attention in efforts to improve and enhance public services.

Diagram Tindak Lanjut Aduan Masyarakat (2023)*Figure 3 : Diagram Tindak Lanjut Aduan Masyarakat (2023)*

The result of the figure 3 is the number of follow-ups on public complaints in 2023 to May: This graph illustrates the follow-up status of public complaints. There were 11 reports that still had not received follow-up. Out of the 11 reports, an average of only arrived at the end of May, 50 reports were in the process of being handled, 132 reports had received follow-up, and 23 reports had been archived. This graph provides an overview of the number of complaints that have been followed up and shows that the majority of reports have been resolved.

4. Conclusion

One of the steps taken by Public Relations Diskominfo Sidoarjo is to create LAPOR (People's Online Aspirations and Complaints Service). LAPOR is a social media-based and integrated tool built and managed by Diskominfo to report complaints. LAPOR is a digital platform created and run by the Presidential Staff Office. This application was designed with the aim of encouraging active community participation and strengthening two-way communication between the government and the public. Feedback in providing services is important because it can be a material for improvement for Sidoarjo Regency Government agencies.

The application of LAPOR in the city of Sidoarjo may face several obstacles, including: Limited access and understanding of technology. Not all people have adequate access to the internet or the devices needed to use the LAPOR application. In addition, some people may not be familiar with this kind of application, making it difficult for them to use the application properly. Lack of public awareness: also affects Some communities may not be aware of the existence of the LAPOR application or do not have sufficient understanding of its benefits. This lack of awareness can hinder community participation in conveying aspirations and complaints through LAPOR. Lack of socialization and education: If adequate socialization and education to the public about the use of LAPOR is not carried out, people may not understand how to use this app effectively. Lack of outreach and education can hinder community participation in using LAPOR.

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