

THE ROLE OF THE WEB AS A COMMUNICATION MEDIA IN IMPROVING PUBLIC SERVICES THE GOVERNMENT

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ABSTRACT

This study aims to describe the role of the web as a communication media in improving public services provided by the Government. This research uses a descriptive method as its type and a quantitative approach. The research location is in one of subdistricts to determine the feasibility of using the web in public service. Data collection through questionnaires was an effective technique to measure and gain insight into what the respondents wanted to convey. The study titled "The Role of the Web as a Communication Media in Improving Public Services The Government," a closed-ended questionnaire technique was chosen to make it easier and more comfortable for respondents to answer, while also simplifying data collection for the researcher. The results of the study show that the community found the web system easy to understand and use. Furthermore, there was an improvement and acceleration in the administrative services for population documentation. The existence of the population web system has enhanced public services in managing civil administration. Based on these aspects, it can be concluded that public services are very good.

KEYWORDS

Web, Communication Media, Public Service



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INTRODUCTION

In today's digital era, information and communication technology plays an important and strategic role in improving the quality of public services. The government is required to innovate in delivering information and serving the community quickly, accurately, and transparently. One such innovation is the use of the web as communication media between the government and the public. The web as a communication media provides easy access to information, service transparency, and two-

way interaction that can strengthen public participation in governance. In various regions of Indonesia the use of the web in public services has become a key indicator of good governance. With the website as a tool in public service, it is expected to provide ease sufficient information for the community according to their needs. The website is also a form of digitalization in governance to improve good governance (Debby, et.al, 2024).

The Surakarta Government is one of the local governments actively developing technology-based public services, including through official websites at the subdistrict level. One example is the Pajang Subdistrict, which uses such a web system. However, the effectiveness of the web as a communication medium in supporting public services still requires further study, especially in terms of utilization, accessibility, and its impact on public satisfaction.

In constitutional law, the relationship between the government and people is very important. One requirement for a state is not only to have territory and recognition from other states but also to have a population.

In the relationship between the government and the people, there are several branches of law, including, first, administrative law, second, governmental or constitutional law, and many others, such as public service law and administrative law. Administrative law is a branch of legal science that contains provisions regarding actions in the administration of a state, and is therefore also referred to as state administrative law (Putra, 2020). Meanwhile, public service law is the body of law that regulates the rights and obligations of public service providers in relation to the public, as well as the sanctions for those who violate it. Therefore, public service law, like other laws, is coercive, binding, and regulates the relationship between the people as users or beneficiaries of public services and the providers or implementers of those services.

The enactment of the Public Service Law is essentially no different from other general laws, namely to regulate and provide a sense of justice, create order, and promote the well-being of society and citizenship. The benefit arising from the issuance of public service regulations or laws is to achieve good governance, which includes a clean and accountable government. Public service regulations or legislation, like other applicable laws, can generally serve as a means to shape the social order within the territory of the Unitary State of the Republic of Indonesia (Putra, 2020).

Based on the provisions of Surakarta City Regulation Number 10 of 2010, Article 3, every resident living within the administrative area of Surakarta City is required to report any civil registry matters to the Department of Population and Civil Registration, which is the implementing body for managing population data in the city. This application process will run smoothly and accurately if the public understands the importance of the procedures for obtaining population documents, as stipulated in the Regional Regulation. To increase public awareness of the provisions and Regional Regulations of the Surakarta City Government, one of the measures that can be taken is to conduct socialization activities, either through online media or face-to-face meetings with the community, which should be carried out by the Department of Population and Civil Registration as the public service provider. In order to realize excellent services, especially those related to population data, the Government has made an innovation by providing services through a web-based platform. With the existence of the website, it is expected that the public will understand the requirements, provisions, and mechanisms for managing population documents, as stated in Regional Regulation Number 10 of 2010 on Population Administration in the Surakarta City Government. These regulations should be understood not only by the public but also by government officials at the village level, sub-district level, and finally, the departmental level within the Surakarta City Government.

To provide transparent information on all processes in the issuance of population and civil registry documents, the website is used as a communication medium in the public service process of the Surakarta City Government, with the aim of providing better services and encouraging citizen participation in achieving orderly population administration. The website also offers various interactive services, making it easier for the residents of Surakarta City to communicate with the government (Aulia, 2025).

The means used as a tool for delivering messages between the communicator and the audience is referred to as a communication medium. Communication itself is greatly influenced by the medium, which can take the form of the eyes, ears, or other channels that enable messages to be conveyed to a wider audience. Message delivery involving two or more people in life is known as interpersonal communication, which is a two-way process of sending and receiving messages that involves interaction and contains a dialogic element, aimed at a specific and identifiable target (Ais, 2020).

Rahmad, et.al. (2020) stated that a website is a collection of documents or data located on a web server, which can be accessed by users through browsing with a web browser. According to Muhyidin, et.al. (2020), a website is an information service that utilizes the concept of hyperlinks to facilitate surfers (computer users seeking information on the internet).

The web is regarded as an effective communication medium for providing public services to the community (Supriyanto, et.al., 2024). In addition, it serves to promote good governance and acts as a form of implementing cyber public relations (Gunawan, et.al., 2022).

Based on the above explanation, this study aims to describe the role of the web as a communication media in improving the quality of public services of the Surakarta City Government, with a focus on Pajang Sub-district. This research is expected to provide an empirical overview of the contribution of web-based media to enhancing public service performance and to serve as a basis for evaluation and the development of future digital service policies.

RESEARCH METHOD

This study focuses on the population service website of the Surakarta City Government. The reason for choosing this object is to find out the public's response and level of satisfaction with the existence of this population service website in public services compared to the conventional methods used before the website was introduced.

In conducting this research, the author used a descriptive quantitative approach aimed at understanding and exploring information about respondents' feelings, expectations, perceptions, and actions through verbal or written means, particularly questionnaires. A questionnaire is a data collection technique in which questions are posed, or statements are obtained in written form from respondents. It serves as an appropriate method to measure and obtain the desired knowledge from respondents in this study, entitled *The Role of the Web as a Communication Media in Improving Public Services the Government*. The questionnaire was applied to collect data that would provide an overview of the satisfaction of users of population and civil registry services in Pajang Sub-district, Surakarta City. A closed-ended questionnaire technique was chosen to make it easier and more comfortable for respondents to provide answers, while also simplifying the researcher's process of obtaining data for this study. The indicators used consisted of three scale options, namely: very good, good, and poor.

The quantitative descriptive analysis technique was applied in this study by collecting data from questionnaires, grouping the data based on answer categories,

counting the number of respondents in each category, converting these numbers into percentages, and presenting them in a descriptive form.

RESULT AND DISCUSSION

The roles and responsibilities entrusted to the government in public service are highly important in providing excellent services to the community as service users. Public services themselves have been stipulated in Government Law Number 25 of 2009, Article 1. Public service is defined as a planned activity carried out to fulfill the basic civil rights of citizens to goods or services in the form of administrative services provided by public service providers (Hidayah, 2020).

The need for public services must continue to be met, and to fulfill this need, innovations are continuously developed to maintain the implementation of service processes, administration, and coordination with the community through online-based services. This process has begun to be implemented in every government institution, from the regional to the central level, where public service to the community is the primary factor that must be prioritized by public service providers as service implementers. This is also reflected in the findings of Rohman (2020), which indicate that public service standards have changed to adapt to conditions. According to Jufan, the strengths and weaknesses of public services arise due to adjustments made to suit the prevailing circumstances (Wuri, 2021).

The population service website contains requests related to population data, including birth certificates, death certificates, family cards, identity cards (KTP), child identity cards, and requests for moving in or out.

In accessing these services, the public can submit applications for the issuance of a new electronic ID card (E-KTP), change of address, data updates, replacement of damaged cards, and other services as needed. Based on the results of research involving 20 respondents regarding the ease of understanding the display of the Surakarta City Department of Population and Civil Registration (Dispendukcapil) web application it was found that 70% considered it very easy to understand and 30% considered it easy to understand.

With the existence of this website, the public's perception of the improvement in population data services in Pajang Sub-district shows that 65% of the community felt there was good improvement, while the remaining 35% stated that the website had a very positive impact on service improvement.

Ease of use is a key factor influencing public interest in managing population data administration. With the existence of this website, such convenience increases public confidence that using the web does not require much time to handle population administration.

Ease of use is one of the external factors in how a system is designed to make it easier for the public. Several factors can cause people to accept or even reject a system, and one of them is its ease of use—people will use a system that helps improve efficiency in managing population administration. The public's response regarding the ease of the Role of the Web as a Communication Medium in Improving Public Services shows that 60% of respondents felt it was easy to use the website, while the remaining 40% stated it was very easy.

Speed refers to the responsiveness to the problems and needs of the community as service users of government providers. In this regard, the question arises as to how the Role of the Web as a Communication Media in Improving Public Services affects the responsiveness of government administrators in Pajang Sub-district in addressing the

community's needs in managing population data. Based on interview results, it can be concluded that the responsiveness of government officials in meeting these needs is already good, with 65% responding quickly and 35% responding very quickly.

Facilities and infrastructure, often referred to as Sarpras, are related to the resources available to support activities in delivering services to the public. Based on interviews with the community as service users, it can be concluded that the facilities and infrastructure for accessing the population data application website are adequate. The interview results show that 60% of the community stated that the facilities and infrastructure are adequate, while 40% stated they are very adequate.

The study shows that the role of the website as a communication medium in improving public services, particularly in Pajang Sub-district, has had a positive impact on the quality of population administration services. These findings are in line with Law Number 25 of 2009 on Public Services, which emphasizes the importance of fulfilling citizens' basic rights through excellent administrative services (Hidayah, 2020).

a. Ease of Understanding

A total of 70% of respondents stated that the design and content of the Surakarta City Dispendukcakil website were very easy to understand, while the remaining 30% found them fairly easy to understand. This indicates that the website interface has been designed to be communicative and user-friendly, effectively bridging communication between the government and the public. Such ease of understanding is essential in encouraging public participation in using digital services.

b. Service Improvement

The data on service improvement shows that 65% of the public perceived a good improvement in services, and 35% stated that the services were very good after the implementation of the web-based system. This suggests that the digitalization of public services has enhanced the efficiency and effectiveness of administrative processes while also speeding up service delivery to the community.

c. Ease of Use

Regarding ease of use, 60% of respondents found it easy to access and use the service website, while 40% stated it was very easy. This factor is crucial for ensuring the continued use of the website by the public. Ease of use can foster trust and reduce resistance toward the digital transformation of public services.

d. Response Speed

The quick responses from the Pajang Sub-district office in handling administrative service requests via the website indicate that the system is not only efficient but also responsive to the needs of the public. This responsiveness plays a key role in shaping public perceptions of service quality and is an important factor in building trust in government institutions.

e. Facilities and Infrastructure

From the perspective of facilities and infrastructure, 60% of respondents stated they were adequate, and 40% stated they were very adequate. This demonstrates the readiness of supporting infrastructure as a key factor in the successful implementation of the public service website. Without sufficient technological support and access, the utilization of the website would not be optimal.

In general, this study affirms that the role of the web as a communication medium in improving public services in the government has successfully enhanced service quality in terms of ease of understanding, ease of use, service speed, and the availability of facilities. This supports the findings of Rohman, (2020), which state that public services during a transition period must adapt to a digital approach. Meanwhile, the challenge

ahead lies in maintaining service consistency and continuously updating the system to align with the evolving needs of the community.

CONCLUSION

Based on interviews and questionnaires regarding the role of the web as a communication media in improving the public service process of the Government, the following conclusions were obtained: The system is easy for the public to understand and use; there has been an improvement in both the quality and speed of services in processing population administration with the existence of the population data web; and the facilities and infrastructure supporting access to the population data site are adequate. Therefore, it can be concluded that the existence of the population web has led to improvements in public services for population administration. From these aspects, it is concluded that public services are of very good quality.

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