

Commitment of Surabaya City in Realizing Prime Public Services Through the Media Center Website

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Abstract: This study discusses about how the efforts of the Surabaya City Government in improving the quality of excellent service to the public. Public services are performed by the Surabaya city government through the Media Center as a service of information, complaints, and suggestions in order to provide access in every problem that occurs in the public. This study aims to identify the commitment of the Surabaya city government in improving excellent public services through the Media Center by using qualitative research methods. The results of this study can be seen from the Media Center is a service system based on technology and information integrated by people who want to participate in city development. Therefore the existence of this service is expected to improve excellent public services based on e-governance through the Media Center.

Keywords: *public services, policy implementation, excellent service*

Introduction

Public services is a representation and existence of a government bureaucracy because it directly deals with one of the government that provides services. Therefore, a public service becomes a reflection of government's bureaucracy quality. In order to improve the quality of public services, so it needed to an excellent form of service. The concept of excellent service becomes a model that was applied in improving the quality of public services, so the public services oriented is in the public satisfaction that uses those services.

The collaboration between technology and bureaucracy become logical consequence in fulfill public needs that nowadays be more complex in the world, including in Indonesia. In Indonesia, the collaboration between technology and services in the bureaucracy within the form of e-Government was pioneered by Surabaya

City Government that has been recognized nationally as a pioneer of e-Government in Indonesia. In fact, the e-Government system in Surabaya City Government has been built since 2002, and it happen precisely when the mayor of Surabaya City, Tri Rismaharini has been served as the head of division in foster development (humas.surabaya.go.id)

The progress in the development of e-government in Surabaya has been proven by many awards that given to the Surabaya City Government for winning it in providing excellent service to the people of Surabaya. One of the awards that have been won by the Surabaya city government in providing excellent service is an international scale award that comes from FutureGov in 2013. It has won by "Media Center" of Surabaya. This service program has succeeded to reach an Asian-Pacific FutureGov award in Data Center category (Surabaya.go.id).

The Media Center is a breakthrough by the Surabaya City Government as a responsive, integrative and informative form of public service. In this case, the Surabaya City Government refers to the Public Information Openness Act Number. 14 of 2008, and it has manifested by Surabaya Major Decree Number.188.41 / 436.1.2 / 2012 concerning to the Surabaya City service complaint team that realized in the form of a media center.

The presence of the Surabaya City Government Media Center makes the public easy to obtain information and complaint services also. The function of supervision and public satisfaction with government performance has also improved by. On the basis of improving services for public, the Mayor of Surabaya, Department of Communication and Technology information of Surabaya have established a Media Center. Surabaya City Government Media Center is an integrated service system for Surabaya people to join participating of Surabaya City development. The Forms of public participation could be the form of complaints, criticism and suggestions to the Surabaya City Government.

In this research, the researcher is interested in describing the process of data processing of public complaints at the media center to the stage of handling complaints in the form of public policy. Due to the success of this program in gaining Asia Pacific award.

The researcher will identify the problems which are in the research will be formulated, such as follows;

- How do the steps of public complaints data processing in the Media Center of Surabaya City?
- What kinds of Factors that influence the successful management of complaints data in the media center?

Research Methodology

This research conducted a qualitative approach. The qualitative approach focuses on general principles that underlie social phenomena in society.

The object of analysis in a qualitative approach is the meaning of social and cultural phenomena by using the culture of the community concerned to obtain a picture of certain categorizations (Bungin, 2009: 302).

According to Creswell (2012) the qualitative research paradigm essentially comes from Cultural Anthropology and American Sociology. Recently, that paradigm has been adopted by educational researchers (Borg & Gall, 1989). The purpose of qualitative research is to understand certain situations, events, groups or social interactions (Locke, Spirduso, & Silverman, 1987). This research can be interpreted as an investigative process in which researchers slowly interpret a social phenomenon by distinguishing, comparing, duplicating, cataloging, and classifying research objects (Miles & Huberman, 1994).

Marshall and Rossman (1989) stated that this study involved researchers to explore the researchers' settings. The researcher enters the informant's world through continuous interaction, searching for informants' meanings and perspectives.

In attempt to obtain the accurate data and information, both primary and secondary data that related to the examined indicators in this study, the data collection techniques are used through observation, interviews, and documentation about research objects which include themes, policies, and implementation of information services to the public of the Government of East Java Province.

This research uses qualitative descriptive analysis approach that explains "Implementation of E-Governance-Based Public Service Transformation as a Public Aspirations Container". It means that to gather information about variables or themes, symptoms, or phenomena that have occurred at the time when the research was conducting by the researcher. Research location on "Implementation of E-Governance-Based Public Service Transformation as a Public Aspirations Container".

Results and Discussion

Executive Management Support

Executive management is decision makers who determine the direction of the course and company policy. If the support was provided by all elements of organizational management at various levels, so the information system will achieve success. Information systems that have designed perfectly by experts eventually need the role and support of decision makers in the organization, thus the success of the information system could be realized. The Mayor of Surabaya strongly supports the creation of this E-Gov-based complaint service with the issuance of Mayor Decree Number.188.45 / 54.436.1.2 / 2013 in case the support which was provided also in the form of funding for the creation of this media center system and the funds related to its improvement as well as support from qualified human resources. The Media Center that appointed to provide information services is also integrated with ISO 9001: 2008 certified. The process of making it was designed well and easy to be applied by the public thus no one will ever find the difficulty in complaining

End User Involvement / The Role of End Users

The end users involvement of the information system which include customers, sales force, technicians, accountant administration staff or managers are needed to achieve the successful implementation of the information system. It should be better if the information system is designed by the system maker (information system expert), the end user has a role in it so they understand and get the opportunity to know the system more detail accord to the priorities and needs of the organization. It will help the end user in understanding the system if in the future there is a change coming. In this matter, it will be able to help the information system achieves success in its application. In case of application making is Department of Communication and Information as the OPD that has been appointed by the Surabaya City Government in providing innovations related to Electronic Government, furthermore each OPD will work together in order to solve the complaints that was complained by the public, every OPD has an important role in handling every complaint related to their respective duties and main functions. The advantage of this website was public will be able to complain by opening the website mediacentre@surabaya.go.id but the disadvantage of this application was only available on website and not everyone have smartphones however the public enthusiasm in receiving this system was high enough, it was seen by the number of complaints that increasingly rising, the public can easily find out the latest application service through the internet media or Surabaya City website. This website was also disseminated through radio and counseling in various villages and districts of the City of Surabaya.

Clarity of the Statement needs

Applying the information systems in an organization must be conducted by clearly formulation about usage needs of the information system. These needs must be supported by hardware, software, and networks that will be used by organizations in applying the information system. The statement of needs enforced in the beginning will have a positive impact when the information system was implemented by, because all of the data and information needed. Information systems in the form of hardware, software, and networks continue to be developed by the Office of Communication and Information in 2016-2021 Restra to serve the needs of Surabaya people. The media center website answers about public's complaints which are felt to

be ineffective and inefficient and too complicated, since this system exists the public could easily complains.

Mature and Proper Planning

The information system should be planned carefully that includes the aims and the objectives of the establishment of the information system. The development and application of information systems that supported by careful planning can be a mediator or a link between various desires and interests that exist in organization. This system was carefully designed by Department of Communication and Information in order to provide the best handling services for the public. The human resources in Department of Communication and Information Surabaya City are very professional in their work and very fast to respond all complaints which made by the public. This was proven that the public do not need to wait for slow respond in their complaints; it will be replied by related parties immediately for a maximum 1x24 hours after complaint.

Real and Realistic Expectations

Organizations or companies have clear expectations and want to be achieved by implementing information systems in line with the objectives that want to be achieved. These expectations must be in line with the availability of information resources that owned by the organization which includes brainware, hardware, software, netware / networks and other resources, namely capital and organizational environment. The Surabaya City Government and Department of Communication and Information hoped to improve continually their public services based on E-Gov to provide the best service for Surabaya people and could realize Surabaya Go to Smart City and Cyber City, in addition to make Surabaya people participated in the development of Surabaya City. By this website center system, the public will easily report anything related to the Surabaya City Government, thus the Surabaya City Government could continually improve its performance and quality in providing public services. The availability of E-Gov infrastructure in Surabaya city is a result of the Mayor of Surabaya support and reliable human resources. For this reason, the implementation of this media center website service is considered good enough.

Conclusions

The conclusions that can be drawn from this research such as follows: 1. Media Center is an integrated service system for the people of Surabaya who want to participate in the development of this city. The Forms of public participation can be in the form of complaints, and suggestions. Through the Media Center, the public also can monitor the performance of regional governments; find out the stages and achievements of development. Information or suggestions from the public that enter to the media center have processed and forwarded to the complaints service team. 2. The success factors of the Media Center program lie in: (1) the commitment of regional heads to support this program, (2) good coordination and communication between DPOs, (3) human resource readiness to increase their capacity, (4) the openness toward technological development progress, (5) infrastructure, networks, communication facilities and infrastructure readiness, (6) commitment of all parties to provide the best service, and it supported by integrated technology and systems as well as the quality and integrity of Human Resource. The main challenges and obstacles in developing the Media Center are as follows: (1) The Media Center still needs to be socialized to the public, thus more people will get the benefit from the existence of the center; (2) The public is increasingly active and critical in evaluating

government performance. Therefore the knowledge and expertise of media center managers have to improve continually. Technology also must update constantly to speed up responses of public complaints and suggestions.

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