

## Evaluation of the Use of the Electronic Based Public Complaints Application (Halomasbup) in Kediri Regency

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### Abstract

*HALOMASBUP is an Internet-based community service intended to manage the transmission of wishes and complaints to facilitate communication with the government. The HALOMASBUP website is a commitment and public policy from the Regent of Kediri Regency. This website allows it to be used by all levels of society, therefore it is made multiplatform so that it can reach all the people of Kediri Regency. The aim of this research is to evaluate the use of electronic-based public complaint applications in Kediri Regency. The theory used in the research uses William N. Dunn's theory of 6 evaluation criteria, namely effectiveness, efficiency, adequacy, alignment, responsiveness and accuracy. The research data source used uses an interactive model with stages of data condensation, data presentation and conclusion drawing. The results of this research show that the evaluation of the use of the HALOMASBUP application has had a positive impact by increasing effectiveness, efficiency, adequacy, alignment, responsiveness and accuracy in serving the community for public services in Kediri Regency.*

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### Abstrak

HALOMASBUP adalah layanan komunitas berbasis Internet yang dimaksudkan untuk mengelola transmisi keinginan dan keluhan untuk memfasilitasi komunikasi dengan pemerintah. Website HALOMASBUP merupakan satu komitmen dan kebijakan public dari Bupati Kabupaten Kediri. Website ini memungkinkan untuk dapat digunakan oleh semua kalangan masyarakat, oleh sebab itu dibuat multiplatform sehingga dapat menjangkau seluruh masyarakat Kabupaten Kediri. Tujuan penelitian ini adalah untuk mengevaluasi penggunaan aplikasi pengaduan masyarakat berbasis elektronik di Kabupaten Kediri. Teori yang digunakan dalam penelitian menggunakan teori dari William N.Dunn 6 kriteria evaluasi yaitu efektifitas, efisiensi, kecukupan, perataan, responsivitas, dan ketepatan. Sumber data yang penelitian yang digunakan menggunakan model interaktif dengan tahapan kondensasi data, penyajian data dan penarikan kesimpulan. Hasil penelitian ini menunjukkan bahwa evaluasi penggunaan aplikasi HALOMASBUP telah memberikan dampak positif dengan meningkatkan efektivitas, efisiensi, kecukupan, perataan, responsivitas dan ketepatan dalam melayani masyarakat untuk pelayanan public di Kabupaten Kediri.

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## 1. INTRODUCTION

In the era of globalization, the development of information technology in Indonesia is running quite rapidly. Information technology in a narrow view explains the technological side of an information system, such as hardware, software, databases, networks and other equipment. In a broader concept, information technology describes a collection of information systems, users and management for the entire organization (Student, 2020). People's behavior that was originally traditional has changed to become modern, as a result of the development of increasingly advanced information technology. Where all activities that were previously manual become easier, more effective and efficient. As a result, the increasingly advanced development of information technology requires the government to innovate technology-based public services. One way the government can provide technology-

based public services is by changing a simple government system into an electronic-based government system. According to (Purwidyasari & Syafruddin, 2017) Public services using communication and information technology can improve services from government to business (Government-to-business/G2B), government to society (Government to-citizen/G2C), Government to the economy (Government-to-Economic/G2E), and government to the government (Government-to-Government/G2G).

Public service is one of the priority agendas in reform which is directed at improving quality and quality (Tyasotyningarum & Muzaqi, 2021) The government as a provider of public services needed by the community must be responsible and continue to strive to provide the best service in order to improve public services (Rukayat, 2017). Regional government as a provider of public services must be demanded to be able to improve quality public services so that all people can experience these public services. Improving the quality of public services requires a strategy from the government. This strategy is a public policy that can have a positive impact on society, of course. One of the public policies is improving the quality of excellent public services for the community.

Public complaints in public services generally occur when the public as service users are dissatisfied with the services that have been provided, or even increase their disappointment when the complaint submitted is not managed or responded to properly by the complaints officer. The public service standards that have been created and determined do not guarantee that the implementation of public services is of good quality. So, it is very important that complaint management is managed well and effectively in order to open the widest possible access to the community as service users to participate in improving the quality of public services (Ruswan, 2020).

Based on Presidential Regulation Number 95 of 2018 concerning Electronic-Based Government Systems. Article 1 paragraph 1 explains that an Electronic Based Government System or abbreviated as SPBE is a government administration that uses information and communication technology to provide services to users of an Electronic Based Government System (SPBE). The existence of electronic-based government administration is also in accordance with the Law-Law number 4 of 2008 concerning openness of public information, where it is explained in article 2 paragraph 1 that public information can be accessed quickly or updated and of course at low cost, as well as simple media. The public aspiration service is an electronic-based public service issued by the government to make it easier for the public to submit criticism and suggestions for the performance of regional governments in particular.

HALOMASBUP is an Internet-based community service intended to manage the transmission of wishes and complaints to facilitate communication with the government. The HALOMASBUP website is a commitment and public policy from the Regent of Kediri Regency. This website allows it to be used by all levels of society, therefore it is made multiplatform so that it can reach all the people of Kediri Regency. (Al Bahri et al., 2023). The HALOMASBUP application was created for people who find it very difficult to convey their aspirations to the public because they are constrained by regulations and SOPs (Operational Standards). Procedural) existing in existing agencies or institutions. The aim of the HALOMASBUP application itself is so that the public can communicate more easily with the Kediri Regency government and that public voices (complaints, information, criticism and suggestions) can be followed up and on target. The flow of the HALOMASBUP service is from the community conveying their aspirations, verification by the admin, disposition to the authorized work unit and the process is complete. Next, it will be immediately

followed up by the work units that receive complaints from the community. Seeing this statement, researchers were interested in conducting research with the title "Evaluation of Application Use Electronic Based Public Complaints (HALOMASBUP) in Kediri Regency".

## **2. RESEARCH METHOD**

This research uses a descriptive qualitative research method to explain the evaluation of the use of the Kediri Regency Electronic Public Complaints Application (HALOMASBUP). Focus on the relationship between features, quality, and performance. In this research, researchers used data analysis techniques according to William N. Dunn's evaluation theory. This theory explains that analytical techniques data used in policy analysis William N. Dunn 6 Evaluation criteria, namely, Effectiveness, Efficiency, Adequacy, Alignment, Responsiveness, and Accuracy. The data sources for this research come from two data, namely primary data and secondary data. The data analysis technique uses an interactive model with stages of blood condensation, data presentation, drawing conclusions (Sugiono, 2016).

## **3. RESEARCH RESULTS AND DISCUSSION**

### **Evaluation of Application Usage Electronic Based Public Complaints (HALOMASBUP) in Kediri Regency**

As explained previously regarding the application or implementation of the HALOMASBUP application as a place for public complaints using William N Dunn's theory that in measuring policy evaluation through 6 criteria, namely effectiveness, efficiency, adequacy, distribution, responsiveness and accuracy. These six criteria will be described as follows:

#### **1. Effectiveness**

Relates to whether the desired results are achieved (Fatmariyanti & Fauzi, 2023), The HALOMASBUP application shows an extraordinary level of effectiveness in providing an efficient and responsive complaint channel from the Kediri Regency government. With its ability to accelerate the identification and resolution of community problems in Kediri Regency, this application has actively contribute to improving the quality of public services. The implementation of a well-integrated reporting mechanism has enabled the authorities to respond quickly to various problems faced by the community, thereby creating an environment that is more responsive to community needs.

However, there are potential barriers to effectiveness if people do not fully understand how to use the app. Inadequate Human Resources (HR) regarding application features can hinder active community participation. In addition, technical obstacles that are not immediately resolved can also affect overall effectiveness. Therefore, further efforts are needed to increase public understanding and overcome technical obstacles so that the application remains effective in meeting the complaint needs of the people of Kediri Regency.

#### **2. Efficiency**

With regard to how much effort is required to achieve results. This speaks about the optimal use of existing resources to achieve the goals that have been set fairly and at sufficient costs (Killa et al., 2021). Utilization of the HALOMASBUP application in Kediri Regency actively helps improve the efficiency of community services. Through this application, process complaints can be significantly simplified, thereby reducing the bureaucratic complexity often associated with conventional reporting processes. The use of technology in complaint management

allows for greater transparency, accelerates the identification of problems in a targeted manner, and provides faster communication channels between the public and the authorities. However, there are potential barriers to efficiency that need to be considered. The possibility of technical difficulties such as application instability which could hinder the smooth processing of the complaint.

### 3. Adequacy

William N. Dunn, describes it as how far the results achieved can solve the problem. An assessment of the adequacy of the HALOMASBUP Application can be seen by the fact that this application can help the people of Kediri Regency in resolving various problems in society, and with the HALOMASBUP Application which is easy to access it also helps increase the participation of the people of Kediri Regency in improving the quality of public services.

Even though the assessment of adequacy has reached an adequate level in providing community guidance applications, maximum community understanding and participation in the HALOMASBUP application is still required. Because there are still people who don't understand the application and how to use it properly, and there are also still people who abuse the HALOMASBUP application by giving false complaints. Therefore, it is necessary to implement a more in-depth and educational communication strategy to increase public understanding of the function and benefits of this application. Effective awareness raising can include training on how to use the HALOMASBUP application, clear communication of information, and awareness of the community's active role in complaints to improve public services in Kediri Regency. With this, it is hoped that this effort can guarantee full community participation, so that the positive potential of this application can be felt optimally by the people of Kediri Regency.

### 4. Alignment

Equity in public policy also means justice provided by policy making to policy recipients. The equality meant by Dunn is about costs and benefits being distributed evenly to different groups of society. Assessment of the distribution of the HALOMASBUP Application can be seen from the success of the application which is an equitable program for society, and provides equal opportunities for all levels of society to proactively convey complaints or grievances that occur in the community. Thus, this application not only creates opportunities for wider participation, but also strengthens and assists in the process of complaints from all groups that can be accommodated by the Kediri Regency Government.

However, more attention needs to be paid to the underlying gaps in access and understanding of technology in society. The existence of this gap can limit access and full use of this application by certain groups. Therefore, there is a need to take initiatives to address this gap, including comprehensive technology education programs and efforts to increase app accessibility for those who may face technological barriers. It is only through concrete actions that application usage becomes equal HALOMASBUP can be guaranteed and the participation of all sectors of society can be increased significantly and comprehensively.

### 5. Responsiveness

Dunn explains that responsiveness is related to whether the results of the policy contain the group's preferences or values and can satisfy them. Whether a policy is successful or not can be seen from the responses of the recipients of the policy. This criterion is important because this analysis can satisfy all other criteria. It is still said to have failed if it has not answered the actual needs of the group that should receive benefits from the existence of the policy. The assessment of the

Responsiveness of the HALOMASBUP Application has reached a very good level, the response process to complaints from the public is carried out quickly and on target according to the complaints received from the public, this gives rise to positive values for the HALOMASBUP Application among the people of Kediri Regency. This application also has the ability to use technology to provide instant responses to people who make complaints, providing a sense of urgency and attention to every complaint that comes in. Hopefully the speed of response achieved through the use of this application can motivate the public to be more proactive in reporting problems that occur in the community.

However, the Responsiveness of the HALOMASBUP Application can be disrupted if there is a system problem in the application which can hamper the response to public complaints. Therefore, the Kediri Regency government needs to be aware of technical problems that occur in the HALOMASBUP application in order to smooth public complaints. Apart from that, there needs to be adequate human resources for the team tasked with handling public complaints. If human resources are lacking it can interfere with responsiveness to public complaints, thereby affecting the speed and accuracy of handling problems in the community.

#### 6. Accuracy

Accuracy based on Dunn's explanation is related to whether the results achieved are useful. The assessment of the accuracy of the HALOMASBUP application has achieved accuracy in accordance with the conditions of Kediri Regency. The HALOMASBUP application stands out by providing measurable and accurate information on every complaint reported. The accuracy of this information not only provides a clear picture of the problems faced by the people of Kediri Regency but also encourages more effective and appropriate decision making. The accurate data in this application provides a strong basis for stakeholders to design and implement targeted policies.

Even though this application has advantages in the accuracy of information, there is still a risk of inaccuracy without adequate validation mechanisms. Lack of strong authentication or protection may result in incorrect or inaccurate information. In addition, the existence of technical problems in the application, such as bugs or security vulnerabilities, can also threaten the accuracy of the information submitted by users/complainants. Therefore, special attention should be paid to implementing effective validation mechanisms and routine technical maintenance to minimize the risk of inaccuracies. Therefore, the accuracy of information remains the main pillar of success and public trust in the HALOMASBUP application.

## 4. CONCLUSION

In implementing the HALOMASBUP application, it can be concluded that the application has had a positive impact by increasing the effectiveness, efficiency, adequacy, alignment, responsiveness and accuracy of public services. However, there are several challenges that need to be overcome, such as potential technical barriers, lack of public understanding of how to use the application and the need to increase human resources (HR). Improvement efforts should focus on broad outreach to increase community participation, rapid handling of technical obstacles, and training and development of human resources to increase the efficiency of complaint handling. With this action, the HALOMASBUP application has great potential to continue to improve the quality of community services in Kediri Regency, making community

participation more equitable and guaranteeing optimal feedback for every complaint that is reported.

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