

SOCIALIZATION ON PUBLIC SERVICE STANDARDS IN OHOI FAAN, KEI KECIL DISTRICT, SOUTHEAST MALUKU REGENCY

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Abstract:

The public service standards outreach program in Ohoi Faan, Kei Kecil Subdistrict, Southeast Maluku Regency, aims to improve service quality for the community in line with excellent service principles. These standards include transparency, accountability, responsiveness, fairness, and effectiveness. Transparency emphasizes the importance of the village office providing clear, accessible, and open information, such as the types of services, process flow, and the rights and responsibilities of the public. It ensures the community understands the services they receive. Accountability requires service providers to take responsibility for their actions and decisions, adhere to established procedures, prevent discrimination, and maintain integrity. Responsiveness demands that staff respond promptly and appropriately to community requests and complaints, enhancing public satisfaction by meeting their needs efficiently. Fairness ensures that all residents receive equal services without discrimination based on race, religion, gender, or social status, fostering social justice. Effectiveness and efficiency focus on optimizing resources to deliver quality services while saving time and costs for both service providers and recipients. The outreach program also encourages active community participation in evaluating services by providing constructive feedback and suggestions. Service providers are expected to respond positively to feedback to achieve continuous improvement. By understanding public service standards, village officials can deliver services more professionally and responsibly, while the community feels valued and gains greater trust in the local government. This outreach initiative strengthens the relationship between the government and the community, creating a better service environment.

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INTRODUCTION

Public service delivery in Ohoi Faan, Kei Kecil Subdistrict, Southeast Maluku Regency plays a critical role in meeting community needs. As the frontline of government services, the village office is responsible for providing efficient, effective, and high-quality services to the local population. Implementing public service standards is crucial to maintaining service quality and meeting public expectations. These standards serve as a guideline to ensure transparency, accountability, and fairness in service delivery (Atikah, Rusmardiana, and Tiara, 2022; Budhiartini et al., 2022).

However, understanding public service standards remains limited among village officials and the community. Many residents are unaware of their rights regarding public services, while village officials require a deeper comprehension of these standards. Therefore, an outreach program is necessary to educate and enhance the capacity of human resources in the village office.

This outreach aims to raise awareness among village officials about the importance of public service standards and equip them with the knowledge and skills needed for implementation (Herianto and Ahmad, 2022; Mayasari and Budiantara, 2023). Additionally, it seeks to educate the community about their rights and the proper procedures for standardized services, enabling them to participate in and oversee service delivery actively. Through this initiative, better synergy is expected between the village government and the community to establish a transparent, responsive, and equitable public service system (Budhiartini et al., 2022; Nur, Agustian, and Kefi, 2022).

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Ohoi Faan, the outreach program's partner, is located in a region with diverse economic and social potential. The village boasts significant prospects in agriculture, fisheries, and tourism, with most residents working in agriculture, focusing on commodities like tubers. Small and medium enterprises (SMEs) also contribute to the local economy, particularly in processing agricultural products. This potential presents an opportunity to improve the community's living standards through the effective use of local resources.

Despite adequate infrastructure, there are still limitations in accessibility and facilities supporting public services, such as internet connectivity and communication tools. These challenges hinder village officials from delivering excellent services, especially in administrative processes that often require digital access.

The community mainly consists of middle-to-lower-income families with limited educational backgrounds. Digital literacy is relatively low, affecting their ability to utilize technology to access public services. Additionally, their understanding of their rights regarding public services remains inadequate, leaving many unaware of proper procedures or the standards they are entitled.

This situation impacts their expectations of service quality. Many residents accept slow or substandard services due to a perceived lack of alternatives. Moreover, there is often a gap between community expectations and the actual services provided, such as delays in administrative processes or insufficient information about service procedures.

One of the key challenges faced by the Ohoi Faan village office is the lack of understanding among village officials about public service standards. Basic principles such as transparency, accountability, responsiveness, and fairness are not fully grasped, leading to inconsistent service delivery that relies on conventional methods. This lack of knowledge makes it difficult for officials to meet the community's expectations for timely, accurate, and fair services.

Another issue is the limitation of resources and infrastructure. While the village holds great potential, unstable internet connectivity, the absence of integrated administrative systems and insufficient training for officials hinder optimal service delivery (Surahman and Tavip, 2022). Due to these constraints, services often become slow and less responsive.

The community's lack of awareness and participation also poses a challenge. Many residents are unaware of their rights to quality public services and seldom provide feedback or file complaints when deviations occur. This lack of involvement reduces pressure on officials to improve service quality.

Furthermore, communication between officials and the community is often ineffective. Information about administrative requirements, service procedures, and estimated processing times is not conveyed clearly. Consequently, residents frequently have to make repeated visits to the village office to complete a single service request, increasing dissatisfaction with the public services provided.

METHODS

Effective implementation of public service standards requires a well-structured and interactive approach to ensure understanding and engagement among participants (Gamaputra et al., 2022). In order to do this, a combination of training, lectures, discussions, and Q&A sessions is employed. These methods are tailored to equip participants with both theoretical knowledge and practical skills, fostering their ability to implement public service improvements effectively. Through these activities, participants can better understand the principles of transparency, accountability, and responsiveness while also addressing challenges and sharing insights to enhance service delivery. Outreach and Awareness.

Training. Training sessions are designed to provide practical skills and hands-on experience to participants. These sessions include step-by-step guidance, simulations, and role-playing exercises to ensure participants can effectively apply the knowledge in real-life situations. For instance, participants are divided into small groups to practice creating transparent service workflows, handling

administrative cases, or managing community feedback. Trainers act as facilitators, offering feedback and clarifying procedures to strengthen participants' understanding and confidence.

Lectures. Lectures serve as a platform to deliver structured information on key concepts and best practices. These sessions cover essential topics such as transparency, accountability, and responsiveness in public service. Visual aids, such as slides and infographics, simplify complex ideas. For example, a lecture might include an explanation of how standardized public service procedures can increase efficiency and trust. Lectures are designed to be interactive, incorporating real-world examples to make the content more relatable.

Discussions. Discussions encourage active participation and collaboration among participants. Guided by a facilitator, these sessions allow participants to share their experiences, challenges, and perspectives. For example, during a discussion about improving service quality, participants may brainstorm solutions to reduce waiting times or streamline administrative processes. Group discussions create a collaborative environment where everyone contributes ideas and learns from one another, fostering collective problem-solving.

Question and Answer (Q&A). Q&A sessions provide an opportunity for participants to seek clarification and address specific concerns. These sessions are open-ended, allowing participants to pose questions related to the training material, practical implementation, or unique challenges they face in their roles. Trainers provide detailed answers and additional insights, ensuring participants leave with a clear understanding of how to apply the concepts discussed. This method also helps address individual needs and ensures inclusivity.

RESULT AND DISCUSSION

Implementation of Public Service Standards Outreach Activities in Ohoi Faan, Kei Kecil District, Southeast Maluku Regency. The outreach activities on public service standards conducted in Ohoi Faan, Kei Kecil District, Southeast Maluku Regency, have shown significant results in providing insights into the Science and Technology (IPTEKS) framework that can be effectively implemented to enhance the quality of public services. By leveraging modern technology, these activities not only disseminated information but also strengthened the relationship between village officials and the community. Below is an in-depth analysis of the forms, dimensions, specifications, applications, and capacity for utilizing IPTEKS in the target community.

The IPTEKS approach applied during this outreach consists of two main components: the Public Service Information System (SIPP) and social media.

Public Service Information System (SIPP). SIPP, a web-based application, is a transformative tool for managing and monitoring public services within village offices. By centralizing service processes into an accessible digital platform, SIPP ensures greater efficiency and transparency in administrative operations. Its user-friendly interface allows both residents and village officials to interact seamlessly, fostering a more inclusive and participatory approach to public service delivery. The application is equipped with various modules, including service registration, status tracking, and feedback submission, enabling users to engage with public services more systematically and straightforwardly.

One of SIPP's key advantages is its ability to empower residents by providing real-time updates on their service requests. For example, a resident applying for a birth certificate no longer has to endure the uncertainty of traditional manual processes. Instead, they can log into the system and instantly check the progress of their application, ensuring transparency and reducing delays. It not only minimizes bureaucratic inefficiencies but also enhances the community's trust in the governance system, as it demonstrates a commitment to accountability and responsiveness.

Moreover, SIPP streamlines administrative tasks for village officials, allowing them to focus on improving service quality. By automating routine processes such as tracking requests and collecting feedback, the application significantly reduces the workload and the likelihood of errors. It also enables data-driven decision-making, as officials can analyze trends and identify bottlenecks in the service

process. For instance, frequent delays in certain service categories can be promptly addressed by reallocating resources or revising workflows, ultimately leading to better outcomes for both the administration and the community.

In addition to its practical functionalities, SIPP contributes to fostering a culture of continuous improvement in public service. Through its feedback module, residents can voice their concerns and offer suggestions, creating a channel for open dialogue between the government and the community. This participatory approach ensures that public services are not only efficient but also aligned with the actual needs of the residents. As more village offices adopt SIPP, it has the potential to set a new standard for public service excellence, demonstrating how technology can bridge gaps between communities and governance in meaningful and impactful ways.

Social Media Utilization. The integration of social media and communication groups has revolutionized the way village officials interact with the community, fostering a more dynamic and responsive communication ecosystem. Platforms like Facebook and WhatsApp serve as invaluable tools for disseminating information rapidly and efficiently, ensuring that residents stay informed about updates, schedules, or changes in public services. This real-time information flow eliminates traditional delays associated with physical announcements, allowing village offices to connect with a broader audience while maximizing engagement (Sakir 2024).

Beyond information sharing, these platforms provide a channel for residents to actively participate in improving public services. Through direct feedback mechanisms, community members can express their concerns, share constructive suggestions, or highlight pressing issues. For instance, if residents experience delays or inefficiencies in obtaining services, they can promptly report these issues in WhatsApp groups dedicated to public service discussions. Such immediate feedback not only allows village officials to address concerns swiftly but also fosters a sense of inclusion and trust among the community, as their voices are acknowledged and taken action.

Moreover, the use of social media amplifies the transparency and accountability of village administration. Open discussions on these platforms enable community members to observe how their concerns are handled and resolved, reinforcing the credibility of the officials. The collaborative nature of these interactions also creates opportunities for shared problem-solving, where residents and officials work together to identify and implement practical solutions. This dynamic exchange strengthens the relationship between the community and the government, demonstrating how technology can empower residents while driving continuous improvements in public service delivery.

Application of Technology and Innovation Products in the Community. The application of technological products and innovations in public service standards outreach at the village office marks a transformative step towards enhancing governance at the grassroots level. By strategically integrating modern tools, village governments aim not only to elevate the quality of public services but also to build a stronger trust bridge with their communities. In an era characterized by rapid digital advancements, where information is readily accessible, village offices must embrace these changes to remain relevant and effective. Such technological adoption holds the promise of streamlining operations, fostering transparency, and ensuring that public services are more aligned with the dynamic needs of the population.

One of the most significant advantages of technological implementation lies in its potential to improve service efficiency. Traditional public service mechanisms often involve lengthy processes, extensive paperwork, and in-person visits that consume time and resources. By leveraging digital platforms, such as web-based applications and automated systems, these processes can be significantly expedited. For example, with a digital service registration platform, residents can submit their applications online without visiting the office, reducing queues and administrative workload. This shift not only saves time for both officials and the public but also creates a more organized and predictable service flow.

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Transparency, a cornerstone of good governance, is another critical benefit of technology in public service (Meiyani et al., 2023). Digital tools like the System for Public Service Information (SIPP) provide real-time updates on service requests, allowing residents to track the status of their applications. This feature minimizes uncertainty and enhances trust in the village government, as residents are assured that their requests are being processed systematically. Additionally, transparency tools reduce the risk of corruption or favoritism by ensuring that all applications are handled through a standardized, traceable process.

Technology equally improves responsiveness to community needs, as digital platforms enable village offices to maintain open lines of communication with residents. Social media platforms, for instance, allow the government to disseminate important updates quickly while also providing a space for real-time feedback. This immediate interaction fosters a two-way relationship, where officials can swiftly address concerns or clarify misunderstandings. As a result, public services become more adaptable, reflecting a governance model that prioritizes the needs and voices of the community.

Another crucial aspect of technological adoption is its role in capacity-building for village officials and residents. Training programs that accompany the implementation of digital tools equip village staff with the skills necessary to operate new systems effectively. Likewise, public education initiatives ensure that residents are aware of how to utilize these tools, empowering them to access services independently. These efforts not only maximize the utility of technological investments but also create a digitally literate community that is better prepared to engage with future innovations (Ramadhan and Tamaya 2021).

Beyond operational improvements, implementing technology in public services helps foster a sense of inclusion and shared responsibility. When residents are involved in the digital transformation process—whether through feedback loops, advisory groups, or pilot testing phases—they feel a stronger connection to the governance system. This participatory approach not only strengthens community ties but also encourages accountability, as both officials and residents work collaboratively to enhance service quality.

Ultimately, applying technological innovations in public service outreach is not merely a functional upgrade; it represents a shift towards more inclusive, transparent, and community-centered governance. By leveraging the potential of digital tools, village governments can redefine their approach to public service, ensuring that they are better equipped to address the evolving challenges of a connected and informed society. This forward-thinking approach lays the foundation for sustained trust, collaboration, and excellence in service delivery.

Development of the Public Service Information System (SIPP). Developing the SIPP (System for Public Service Information) application is an essential first step in modernizing public services at the village level. This web-based application is designed to streamline the interaction between the village government and its residents, providing a digital platform where various public services can be accessed and managed more effectively. Centralizing service-related processes in one system minimizes the need for physical visits to the village office, a common barrier to efficient service delivery. This transition to digital systems not only enhances operational efficiency but also fosters greater convenience for the community, as they can complete various administrative tasks from the comfort of their homes.

One of the key benefits of the SIPP application is its ability to simplify and expedite processes that typically involve long waits and paperwork. For example, a resident applying for an ID card no longer has to endure the time-consuming process of visiting the village office multiple times or waiting in long lines. Instead, they can submit their application online, track its progress, and receive updates directly through the platform. It not only saves valuable time for both the residents and village officials but also reduces the administrative burden on the office, allowing staff to focus on more complex tasks or provide additional support where needed.

Furthermore, the SIPP application increases the accessibility of services to a broader segment of the population. Residents who may have difficulty accessing the village office due to mobility issues,

work schedules, or other constraints can now participate in the public service process without facing these barriers. This accessibility is especially important for rural communities or those in remote areas, where travel to a village office may involve significant effort. By providing a digital alternative, the SIPP application ensures that all residents, regardless of their circumstances, can engage with the government and access essential services in a timely and efficient manner.

The development of the SIPP application also lays the groundwork for more transparent and accountable governance. By tracking applications and providing real-time updates, the system ensures that residents are informed about the status of their requests, reducing uncertainty and enhancing trust in the village government. Additionally, the ability to monitor and evaluate the effectiveness of public services through the SIPP application offers a valuable tool for ongoing improvements. With the ability to gather data and analyze service trends, the village government can better address issues as they arise and make informed decisions about future service enhancements.

Training and Socialization. The success of the SIPP implementation largely depends on the thorough training of both village officials and the community. Village officials must be well-equipped with the necessary skills to manage and operate the system, as their understanding of the technology is essential for ensuring its smooth functioning. Training sessions can cover a wide range of topics, such as how to register and process applications, troubleshoot common issues, and effectively communicate with residents through the system. Additionally, these sessions emphasize the importance of digital literacy and how SIPP can streamline its workflow, reducing manual tasks and improving overall efficiency. The goal is to make sure that the officials feel confident using the system, ultimately resulting in faster and more accurate service delivery.

Socialization efforts are equally important in ensuring that the community is well-informed and aware of the new digital tools available to them. Information about SIPP can be disseminated through community meetings, social media platforms, and physical information boards in strategic locations around the village. These outreach efforts should explain the features and benefits of the system, such as how it allows residents to apply for services online, track application statuses, and receive updates. Officials can make sure that all inhabitants, even those who might not be tech-savvy, understand how to access and use the system by utilizing a range of communication channels. This comprehensive socialization will ultimately lead to higher levels of community engagement with the platform and more efficient use of public services.

Social Media for Communication. Social media platforms are essential tools for fostering communication between village officials and the community, offering a fast and effective way to disseminate information. Official village accounts on platforms like Facebook, WhatsApp, and Instagram can be used to share updates on service schedules, procedural changes, and upcoming events, ensuring that residents stay informed in real time. These platforms also allow for direct interaction, where residents can ask questions, clarify doubts, and receive prompt responses from village officials. The immediacy of social media communication helps bridge the gap between the government and the people, making it easier to address community concerns and reduce information asymmetry.

Engaging content such as tutorials, infographics, and video explainers can further improve the community's understanding of public service procedures. By breaking down complex procedures into simple, digestible visuals, these forms of content make it easier for residents to follow the steps required for accessing services like applying for an ID card or birth certificate. Moreover, these materials can be shared across various social media channels, enabling residents to learn at their own pace. The use of interactive content, such as quizzes or feedback polls, can also engage residents, encouraging them to participate in the service process actively and providing valuable insights into how services can be further improved.

Community Working Groups. Community working groups play a pivotal role in ensuring that the implementation of technology is aligned with the needs and expectations of the residents. These groups consist of local leaders, community representatives, and village officials, who collaborate to

oversee the implementation of public services and address any issues that arise. By having regular meetings and training sessions, these groups can help identify barriers to technology adoption and offer solutions to overcome them. For example, if some residents face difficulty using the SIPP application due to a lack of digital literacy, the working group can organize additional training to address this gap. These groups also serve as channels for residents to voice concerns, provide feedback, and suggest improvements, creating a more inclusive and participatory approach to governance.

Through their ongoing involvement, community working groups ensure that the public services provided are responsive and adaptive to changing needs. By facilitating communication between the residents and officials, these groups help maintain a continuous dialogue that ensures services are both relevant and effective. Additionally, they assist in evaluating the impact of technological tools like SIPP, providing an opportunity for both residents and village officials to assess whether the system is meeting its goals of improving efficiency, transparency, and access to services. The collaboration between these working groups and village officials fosters a sense of shared responsibility and ownership over public services, contributing to the overall success of the initiative.

Infrastructure Support. For the SIPP application and other technological innovations to function smoothly, adequate infrastructure is essential. It includes providing village offices with the necessary hardware, such as computers, tablets, and printers, along with reliable internet connectivity. Without these critical tools, the technology cannot be effectively implemented, and the benefits of digital services will be limited. In many rural areas, access to stable internet connections can be a challenge. Therefore, collaboration with regional governments or internet service providers is crucial to improve connectivity and ensure that village offices can consistently offer digital services to the community. This investment in infrastructure not only ensures the smooth operation of the SIPP system but also contributes to the overall development of the village's digital infrastructure, which can have long-term benefits beyond public service delivery.

Moreover, village officials must be trained on how to use and maintain these technological tools to avoid system downtime or technical glitches. Having a dedicated support system in place, such as a local IT technician or a helpline, will also help resolve any issues that may arise during the implementation of the SIPP application. As technology becomes more embedded in village operations, the ongoing support and maintenance of this infrastructure will be essential for keeping services up-to-date and efficient. In the long run, these investments in infrastructure will not only support the SIPP application. However, they will also serve as a foundation for future technological advancements and improvements in public service delivery.

Evaluation and Impact Measurement. To ensure that the SIPP system is effective and meets the needs of the community, regular evaluations and impact measurements are crucial. These evaluations can include surveys to gauge community satisfaction with the digital services provided, as well as in-depth assessments of how often and how effectively the system is being used. Tracking the usage data of the SIPP application, such as the number of successful applications or the average response time for service requests, can provide valuable insights into the system's performance. These metrics help identify areas where the system is working well and areas that may need further improvement, such as simplifying certain procedures or offering additional support for users.

In addition to quantitative data, feedback from residents can be gathered through community meetings or digital surveys, allowing officials to understand the user experience in more detail. For example, if residents express difficulty navigating the SIPP application or experiencing delays in receiving responses, these issues can be prioritized for resolution. Ongoing evaluations also enable the village government to monitor the evolving needs of the community, ensuring that the services offered through SIPP remain relevant and responsive. Ultimately, by consistently measuring the impact and effectiveness of the system, the village can make data-driven decisions to enhance service quality and strengthen its relationship with the community.

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Integration of Technology and Innovation. The integration of technology and innovation into public service delivery has proven to be a game-changer in fostering responsive, transparent, and efficient governance. Through tools like the SIPP application, village governments can offer services that are more accessible and convenient for residents, reducing bureaucratic inefficiencies and enhancing satisfaction. By adopting digital platforms, local governments not only align service delivery with modern expectations but also build trust among the community, as they demonstrate a commitment to transparency and accountability. As technology continues to evolve, there are endless possibilities for expanding the scope of digital services, further improving how services are provided and ensuring that they meet the ever-changing needs of the community.

Moreover, technological innovations in public service delivery can have a far-reaching impact on the broader development goals of a village. Improved service efficiency can result in faster processing times for essential services, contributing to a better quality of life for residents. Technology can also be leveraged to encourage greater civic engagement, allowing residents to participate more actively in local governance through online platforms, surveys, or feedback mechanisms. As villages continue to embrace technology, these innovations can drive positive social change, fostering stronger, more resilient communities that are better equipped to meet future challenges.

CONCLUSION

The successful implementation of the SIPP system heavily relies on thorough training and socialization efforts. Both village officials and residents must be equipped with the necessary skills and knowledge to use the platform effectively. Training sessions for village officials focus on the operational aspects of the system, such as application processing, troubleshooting, and communication with residents, while also emphasizing digital literacy. These efforts aim to streamline administrative tasks, resulting in more efficient service delivery. In parallel, socialization efforts ensure that the community is aware of the system's benefits and how to use it. It can be achieved through meetings, social media outreach, and physical information boards. By leveraging various communication channels, all residents, regardless of their technological proficiency, are encouraged to participate in the new digital public service system.

Social media plays a crucial role in facilitating communication between the government and the residents. Through platforms like Facebook, WhatsApp, and Instagram, village officials can share real-time updates, service schedules, procedural changes, and other important information. Social media platforms offer a direct line of communication where residents can ask questions and receive immediate responses, bridging any information gaps between the government and the community. Additionally, the use of engaging content such as video tutorials, infographics, and interactive posts simplifies the process of understanding complex procedures. These efforts not only inform residents but also actively engage them in the service process, fostering a sense of ownership and participation.

The establishment of community working groups further strengthens the connection between village officials and residents. These groups consist of local leaders, officials, and residents and work collaboratively to ensure that the implementation of public services aligns with the community's needs. Regular meetings allow these groups to identify challenges, such as difficulties with digital literacy or technical issues, and propose solutions. Community working groups serve as a channel for residents to voice their concerns, offer feedback, and suggest improvements, thereby contributing to more inclusive governance. Their involvement in service evaluation ensures that the system remains responsive to the needs of the community and that any issues are addressed promptly.

Infrastructure support is also a key element in the successful implementation of technology-driven public services. The availability of necessary equipment, such as computers and reliable internet, is crucial for the seamless functioning of the SIPP system. Collaboration with regional governments or internet service providers is essential to improve connectivity, especially in rural areas where internet

access may be limited. Moreover, proper training for village officials on maintaining and using the equipment is essential for the system's sustained functionality. Investments in digital infrastructure not only support the SIPP system but also lay the foundation for future technological advancements that can further enhance public service delivery.

Finally, the ongoing evaluation and measurement of the SIPP system's impact is essential for continuous improvement. Regular surveys and assessments help gauge community satisfaction and identify areas for enhancement. Collecting both quantitative data, such as system usage and response times, and qualitative feedback from residents allows for a more comprehensive understanding of the system's performance. These evaluations provide valuable insights into potential weaknesses and guide adjustments to improve the quality of services. By regularly measuring the effectiveness of the system, village officials can make informed decisions to ensure that the public services meet the community's needs, ultimately leading to better service delivery and fostering a transparent, accountable governance model.

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