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SP4N-LAPOR AS AN ONLINE INFORMATION AND COMMUNICATION SERVICE FOR THE PEOPLE OF PONOROGO REGENCY

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Abstract

SP4N-LAPOR is a facility provided to provide information and seek information from the public on the performance of the government. This facility is made based on the mandate of the Law of the Republic of Indonesia. The Ponorogo Regional Government since 2017 has provided this facility. Narrative research is used to determine the quality of service utilization of LAPOR and the follow-up of the data that has been collected by this facility. The research method used are surveys, observation, and interviews. The survey was conducted on people who use SP4N-LAPOR facilities and come to the offices of Regional Apparatus Organizations. The number of survey data obtained is 162 units. The results of statistically processing the data according to the guidelines of the PANRB Ministerial Regulation of the Republic of Indonesia number 14 of 2017 obtained an average value of 81.56. This value indicates that the service quality is included in the good category. Observation and interview methods were conducted on employees who are responsible for processing complaint data made by the public through SP4N-LAPOR. The performance of the employee affects the time for problem-solving, while the community demands that problems that occur immediately be followed up. Obstacles like this will make a poor assessment of the performance of services that have been provided by the government. This fact is in accordance with the value of the questionnaire for handling complaints, suggestions, and inputs, which is 2.895 which is included in the poor category.

Keywords: Employee Performance, Service Performance, Service Quality, SP4N-LAPOR

Introduction

Good governance provides space for its people to participate in the development process. One form of participation that can be done is to provide input in the form of reports or complaints on all policies and development results that have been realized by the government. At first, people who want to seek or provide information must come to the Office of Communication and Informatics and are then received by the Information Management and Documentation Officer (*Pejabat Pengelola Informasi dan Dokumentasi PPID*) to provide services for Public Information Requests, Complaints, and Objections. Each service request must first fill out the form provided.

Along with the time in 2009 the President of the Republic of Indonesia has issued Law number 25 concerning Public Services. Everyone who works in state administration organizations or corporations formed under the law is tasked with carrying out an action or series of public services. The organizers build an information system that is national to provide information support for the implementation of public services. As a concrete manifestation of the government's commitment to carry out the mandate of Law number 5 of 2009, the Government of the Republic of Indonesia has established a National Public Service Complaint Management System (*Sistem Pengelolaan Pengaduan Pelayanan Publik Nasional SPAN*) – People's Aspiration and Online Complaints Service (*Layanan Aspirasi dan Pengaduan Online Rakyat LAPOR*). LAPOR provides facilities in the form of a website www.lapor.go.id, SMS 1708, and Twitter @lapor1708. The www.lapor.go.id/tentang that SP4N-LAPOR was formed to realize the "no wrong door policy" which guarantees the right of the community so that complaints from anywhere and of any type will be channeled to public service providers who are authorized to handle them. SP4N aims to:

1. Operators can manage complaints from the public in a simple, fast, precise, complete, and well-coordinated manner;
2. Operators provide access to public participation in submitting complaints, and
3. Improving the quality of public services.

Public service is a community right that contains the principles: simplicity, clarity, the certainty of time, accuracy, security, responsibility, completeness of facilities and infrastructure, ease of access, discipline, courtesy, friendliness, and comfort (Sugandi, 2011). The elements that become service attributes include tangibles (real things), reliability (accurate and reliable), responsiveness (quick response), assurance (certainty), empathy (care and concern) (Aritonang & Lerbin, 2005). The thing that must be considered in providing services is to take sides with the public (Dilulo in Dwiyanto, 2002).

The quality of the services provided should be measured to determine the level of achievement obtained. The measurement process and methods and data calculations to measure service quality have been set by the government in a Ministerial Regulation (Peraturan Menteri Permen) for the Empowerment of State Apparatus and Bureaucratic Reform (Pendayagunaan Aparatur Negara dan Reformasi Birokrasi PANRB) number 14 of 2017. Based on this regulation, the method used is to conduct a Community Satisfaction Survey (Survei Kepuasan Masyarakat SKM). Answer each question using a Likert scale. The data obtained from the survey process were processed descriptively using univariate and bivariate analysis. The formula for determining Service Unit Performance has been set out in the attachment of the PANRB Ministerial Regulation number 14 of 2017. The results of the assessment can be: Very Good (Service Quality A), Good (Service Quality B), Less Good (Service Quality D), or Not Good (Service Quality D).

Ponorogo is one of the districts in the province of East Java. The Ponorogo Regency Government since 2017 has used LAPOR as a medium to convey the aspirations of the people of the Ponorogo Regency. Since the Covid-19 pandemic in 2020, the government of the Republic of Indonesia has set restrictions on activities outside the home, so that work activities are carried out at home and direct interaction is minimal unless it is forced to interact, such as going to a doctor. LAPOR as a means of online-based information and communication is an effective and efficient means for the public to use, especially during the current pandemic. With a population of 949,329 people based on 2020 data, the number of people participating in using the LAPOR facility is 273 people consisting of 114 people from the Ponorogo sub-district and the remaining 159

distributed in other sub-districts. The distribution of reporting data is based on the classification of report types, namely: 117 complaints, 17 aspirations, and 30 requests for information {Formatting Citation}. The number of people who participate in utilizing the LAPOR facility is still small when compared to the population of Ponorogo district. Moreover, people who use LAPOR facilities have not been comprehensive in 21 sub-districts in Ponorogo district, because in certain sub-districts there are no people who use LAPOR facilities. The government expects a response from the public not only in the form of a report in the form of a complaint, but a report in the form of appreciation for the services that have been provided and provided to the community is very necessary for evaluating government performance, to show that one of the other functions of local government is the provision of services, maintenance, and protection of the public interest (Misdyanti & Kartasapoetra, 1993).

In the implementation of the builder, the form of community responses about work programs, infrastructure, or public services that have been carried out by the Regional Government of Ponorogo Regency is very necessary as one of the control functions of the user community. So that the implementation of the next development can be better. Community response is participation in the form of active and voluntary community involvement and participation, both for intrinsic and extrinsic reasons from the whole process of activities carried out (Sugandi, 2011).

This research aims to measure the community's response to the LAPOR facility that has been provided and how to follow up on the data that has been conveyed by the community through this facility. The method used to measure community response is to provide a set of questions in the form of a questionnaire. The method used to determine the follow-up to the data collected is by conducting observations and interviews with officers who are responsible for processing the data that has been collected. All data obtained from the results of the questionnaire were then processed using descriptive statistics. All the results of the information that has been obtained will be used in concluding this research.

Method

The research is narrative in the form of direct observation of the object of research, namely the Public Information Service of the Department of Communication and Information of the Ponorogo Regency. Observations were made for 3 months from September 30, 2020, to December 30, 2020. The observations obtained were confirmed to the Section Head and Public Information Service employees. The interview method was chosen to confirm in more detail the follow-up to complaints that have been submitted by the community through the LAPOR facility. The information obtained is used to find out the obstacles faced by employees in charge of processing complaint data that enters the system then sorted according to their grouping and then distributed to each related department (phase I).

Bureaucratic transparency which is the standard of government work at this time provides space for the public to monitor at any time the progress of complaints that have been submitted. Sooner or later the response made by employees (apparatus) to complaints that have been submitted by the community will have an impact on the level of performance appraisal of the relevant agencies. The response given by the community can be known if we use the right method in measuring the level of community satisfaction. The government has determined the measurement method using a survey in the form of a questionnaire. The list of questionnaire questions has been determined in the PANRB Ministerial Regulation number 14 of 2017.

The mechanism for giving questionnaires to the community (respondents) is carried out for those who use LAPOR facilities and come to the offices of Regional Apparatus Organizations (*Organisasi Perangkat Daerah OPD*) such as sub-districts and Regional General Hospitals. The author was directly involved in the process of conducting the survey. The survey process and data processing were carried out from November 26, 2020, to December 18, 2020. The number of respondents who had filled out the questionnaire correctly was 162 people from 21 sub-district locations, namely: Siman, Slahung, Ngebel, Mlarak, Jambon, Sukorejo, Jenangan, Kauman, Sawoo, Ponorogo, Balong, Sampung, Sooko, Pulung, Jetis, Ngayun, Babadan, Bungkal, Badegan, Pudak, Sambit and Dr. Regional General Hospital. Hardjono Ponorogo. The data that has been collected through the survey is statistically processed following the guidelines that have been set according to the MENPANRB regulation number 14 of 2017.

Result and Discussion

The government as an executive agency is responsible for carrying out development for the Indonesian people as mandated by the 1945 Constitution of the Republic of Indonesia. The government in Indonesia is divided into the central government and regional governments. Each has responsibilities set out in the law. Local governments are responsible for the people in their respective regions. Every local government is obliged to provide services to the community (Misdyanti & Kartasapoetra, 1993). The government is obliged to carry out physical and spiritual development. Physical development can be in the form of physical development, providing service facilities for the community, or in the form of policies set by the government. Mental and spiritual development by giving freedom to the community to carry out worship and social activities independently or in groups. Every development process that will be carried out by the government should involve the community because the community is the subject (actor) as well as the object of the implementation of the development. One of the participations that can be done by the community in the development process is to supervise every policy made by the local government (Presiden Republik Indonesia, 2017). For the monitoring process carried out by the community to take place systematically, a facility is needed that ensures that any information obtained has benefits for the continuation of further development (Presiden Republik Indonesia, 2009).

Another factor that must be available in the facilities provided is to ensure the confidentiality of the identity of the people who provide information. The form of community supervision can be in the form of complaints or appreciation for the success of development that has been carried out by the government.

LAPOR Public Information and Communication Services

LAPOR is one of the facilities provided by the government in the form of a website. This facility is provided to facilitate the public in communicating with the government. LAPOR provides facilities for making complaints, aspirations, and requests for information (figure 1). LAPOR has been connected with 34 Ministries, 96 Institutions, and 493 Local Governments in Indonesia. The government has provided various services for the community such as making ID cards, road facilities, health services, education services, and other services. In using the services that have been provided, it does not always run well and by applicable regulations. If there is a discrepancy in the service received by the community, then the community can use the complaint facility to submit their complaints. Sometimes people want to express criticism or support for the performance of the government. The community can convey it by using the aspiration facility. In addition, if the public requires valid information from the government, they can take advantage of the information search facility. The LAPOR facility has been made

by the government by taking into account the principles: clarity, accuracy, security, ease of access, convenience (Sugandi, 2011). The service elements provided by the Ponorogo local government have fulfilled elements such as the service is real, accurate and reliable, responsive, definite, and full of caring elements (Aritonang & Lerbin, 2005).

A product that is made or a service that has been provided must be measured by the level of satisfaction of the people who use it. This measurement does not only get the value, but the most important thing is the evaluation of the value that has been generated. And the next step is to follow up on improving the products or services that have been made so that people do not lose their trust in the government (Kotler, 2003).

The Regional Government of Ponorogo Regency has provided facilities to measure the level of community satisfaction with the elements of services that have been provided by the government. The method used to measure the level of community satisfaction is to use a survey by giving questionnaires directly to the people of Ponorogo Regency. The data obtained from the survey results were 162 respondents from 21 sub-districts and one regional general hospital in Ponorogo Regency. The respondents are those who take advantage of the services provided by the Ponorogo Regency Government and have used the LAPOR facility. Table 2 shows the results of statistical data processing in accordance with the guidelines set by the government. There are 7 elements that have a value range of 3.0644 - 3.532, so this service is included in the good category, while the cost/tariff service element has a value range of 3.5324 - 4.00 so this service is in the very good category. In table 2, it can be seen that the elements of complaint handling services, suggestions and inputs get a value of 2.895. This value is included in the range of values from 2.60 to 3.064, so this service is included in the poor category. This data provides information that the service elements are good, or in other words the services provided have met the expectations of the community. The Complaints, Suggestions and Feedback service element was given a rating of 2.895. This value is included in the poor category, meaning that the services provided or policies set by the Ponorogo local government have not met the expectations of the community. According to (Steers, 1985), employee characteristics will affect the effectiveness of an organization. So that if this situation is not corrected, it will have an impact on people's trust in the local government.

Figure 2 shows the mechanism carried out from the initial reporting process through the complaint service available at the LAPOR facility to the follow-up to the handling of the complaint. The first stage is provided for a maximum of 3 days from the complaint data received by the LAPOR system to distributing the complaint data to each department related to the compliant material. The second stage is provided for 7 days to respond to the complaint made. The transparency of this settlement time has been informed to the public so that every community that has used the LAPOR system has understood the maximum time to get a response to the complaint made. This principle is an effort to create good governance (Sedarmayanti, 2004).

Aspects that influence this assessment are the complaint service as one of the facilities available on the LAPOR website (figure 1), the administration of data processing recorded in the LAPOR system, and the follow-up to complaints that have been received by the relevant agencies. We can conclude based on this fact that it is possible to contribute to giving an unfavorable rating by the community at the stages:

1. Administration of data processing recorded in the LAPOR system;
2. Follow up on complaints that have been received by the relevant agencies.

Meanwhile, the LAPOR website facility for submitting complaints or public aspirations has been designed by the applicable regulations, so that all aspects related to public services have been fulfilled in this system.

The community evaluates the level of satisfaction based on the reality that occurs in the process of resolving or responding to complaints made. The assessment will be good or very good if the settlement is by the expectations of the community and vice versa the assessment will be less good or not good if the solution is not by the expectations of the community. Two possibilities make giving an unfavorable rating. The first possibility is that the distribution of complaint data exceeds the predetermined time limit, which is 3 days. As a result, the relevant agencies in responding or resolving complaints will experience delays of more than 7 days. The second possibility is that the distribution of complaint data in phase I is by the specified time limit. However, in phase II, the relevant agencies encountered problems in responding to or resolving the public complaints. Another possibility in stage I and stage II exceeds the predetermined time limit of 10 days.

The research being conducted at this time is focused on solving the problems that occurred in phase I (figure I). To understand in more detail the problems that occurred in phase I, the initial stage carried out by the researchers was to observe the work activities carried out by the apparatus at the Department of Communication and Information of the Ponorogo Regency who had been assigned to manage LAPOR services. Observation activities were carried out by researchers for 3 months. The results of observations that have been carried out are confirmed by using the interview method to the apparatus and officials responsible for LAPOR services. The interview activity aims to explore aspects of complaint data processing and the obstacles that occur so that some complaint data requires data processing time exceeding the predetermined time limit (7 days).

The results of observations and interviews with officers who were given the task of handling data processing for LAPOR services, there were obstacles experienced so far, namely:

1. Low technological literacy for;
2. The apparatus that processes complaint data is very limited, namely one person;
3. The time available for the apparatus in processing data is very limited because at certain times the apparatus responsible for processing data is assigned to perform tasks outside the office.

The factors mentioned above are the cause of the delay in the distribution of data on complaints that have been received to agencies related to the contents of the reported complaints.

Fadel (2009:1995) in (Galib et al., 2018) states that employee performance can be measured from work speed, accuracy, understanding of main tasks and functions (*tugas pokok dan fungsi tupoksi*). The obstacles faced by the apparatus (employees) will certainly not produce a good performance, so real action is needed so that the performance of the apparatus becomes better.

Improvements to the problems experienced by the apparatus in charge of processing service data are:

1. Placing competent implementers and involving the apparatus in training or workshops on data processing, to improve knowledge, understanding, and skills of data processing. Another alternative that can be done is to use the services of an expert to guide in the data processing.
2. Establish clear main tasks and functions like data processing for public complaints and if necessary to add new apparatus or appoint apparatus from other units to assist in processing data if the amount of incoming data is very large.
3. As for the problem of assigning the apparatus to carry out official duties outside the office, the solution that can be done is to provide digital devices that can access from outside the office the data processing computer. One of the technologies that can be used is Remote Desktop Services (RDS), so that wherever the apparatus is located

and can be connected to the internet network, the data on the office computer can still be accessed (Presiden Republik Indonesia, 2009).

According to Law Number 25 of 2009 concerning Public Service, it is an activity or series of activities in the context of fulfilling service needs under laws and regulations for every citizen and resident of goods, services, and/or administrative services provided by public service providers (Putra, 2020). Every report made by the public such as a complaint or request for information must be completed within a predetermined time limit (10 days), but obstacles that occur can hinder the completion of the report received. Conditions like this still need to be followed up professionally. The public will tolerate delays in the completion of the apparatus can prepare, determine, and publish information on services and processes that have been carried out transparently (Presiden Republik Indonesia, 2009).

Making the LAPOR Service Viral

The data on complaints submitted by the public using the LAPOR service were 273 people. Communities who participate in using LAPOR services are not evenly distributed from sub-districts in the Ponorogo district. The community of the Ponorogo sub-district contributed as many as 114 people who did the reporting. The rest is distributed from several other sub-districts because several sub-districts have not utilized this facility. This data shows that the contribution of the community in its function as a control over the services provided by the government is still low. The low level of community participation in using LAPOR services proves that this service has not yet become a brand of information and communication services needed by the people of Ponorogo Regency. LAPOR to become a brand of information and communication services about the performance of the government of the pride of the people of Ponorogo, it must be done holistically using various methods and media such as advertising, public relations (PR), sponsorship in an event, local community, spokesperson and media. other promotions (Kotler, 2003; McLeod & Schell, 2008).

Promotions made by the government must contain components such as: providing a complete explanation of the product or service made, how to use the product or service, as well as the functions and benefits of the product or service made. In addition, information about the location to access the product or service that has been made must be clear and the steps that must be taken to be able to use the product or service must be clear. LAPOR is a service product that has been made by the government which can be accessed using the website address www.lapor.go.id. The promotional media that have been made must be delivered continuously to the people of Ponorogo. According to Kotler, 2003 , media that can be used for promotions such as:

1. Events

The people of Ponorogo highly respect traditional culture and arts. Every year the local government of Ponorogo district annually organizes the Grebeg Suro Ponorogo event. At this event, regional arts such as the Reog dance are displayed. The government also held the Reog Ponorogo National Festival which was attended by high school / vocational students and students from various universities as well as the Reog art community from various sub-districts. Large events like this can be used to convey information on LAPOR services and other government services.

2. News

Media that can be used to convey information is to use news media such as newspapers and radio. One of the news about the Ponorogo district can be read in the Madiun radar newspaper. There are 17 radio stations in the Ponorogo district (wikipedia Indonesia, 2021). Newspaper media and radio stations can be invited to

work together by local governments to routinely provide information about LAPOR services.

3. Identity Media

The development of information and communication technology (ICT) is very rapid. One of the ICT products is a smartphone. This product has a very sophisticated performance with a variety of prices that are affordable by various levels of society. Another supporting factor is communication costs that are affordable by people's purchasing power, so we can be sure that at this time the use of smartphones has become a basic need. The Ministry of Communication and Information stated that internet usage in Indonesia is very high. This is driven by cheap internet tariffs, and the large number of smartphone users reaching 167 million people, or 89% of the total population of Indonesia (Hanum, 2021). This condition allows the Ponorogo Regency Government to use social media to promote LAPOR facilities. The social media use can be Instagram, YouTube, TikTok, Twitter. This social media is special and tends to be used for personal information. Currently, the Ponorogo Regency Government has all of these social media facilities, see figure 4. The Public Information Service Section can work together with the Public Relations (*Hubungan Masyarakat HuMas*) Department and the district government to make modifications to the media owned. Modification activities that must be carried out are by adding content information about LAPOR facilities and links connected to the www.lapor.go.id website.

Table and Graphic

The survey was conducted at 21 sub-district locations and one at the Dr. Harjono Ponorogo. Respondents who filled out the questionnaire were 162 people. Processing 162 pieces of data statistically and then calculating the SKM value after being converted (y) according to the equation above, the value of 81.56 is obtained. Details of the calculation results of all service elements can be seen in table 2.

Table 2. Average Value (NRR) and Community Satisfaction Index (IKM) Scope (Element) Service

| No. | Scope (Elements) of Service | NRR (4 Scale) |
|--|---|-----------------|
| 1. | Condition | 3,259259 |
| 2. | Systems, Mechanisms and Procedures | 3,17284 |
| 3. | Completion Time | 3,148148 |
| 4. | Fees / Rates | 3,925926 |
| 5. | Product Specification type of service | 3,265432 |
| 6. | Implementing competence | 3,283951 |
| 7. | Executor behavior | 3,364198 |
| 8. | Handling Complaints, Suggestions and Feedback | 2,895062 |
| 9. | Facilities and infrastructure | 3,111111 |
| NRR IKM Weighted | | 3,266278 |
| Equivalent ($\{3,266278:4\} \times 100$) | | 81,56 |

Source: Dinas Kominfo Ponorog (2020)

Figure/Picture and Photograph

Figure 1 is the initial appearance of the website www.lapor.go.id, in order to use this facility, you must first register with the facilities provided. The services available on this site are complaints, aspirations, and requests for information.

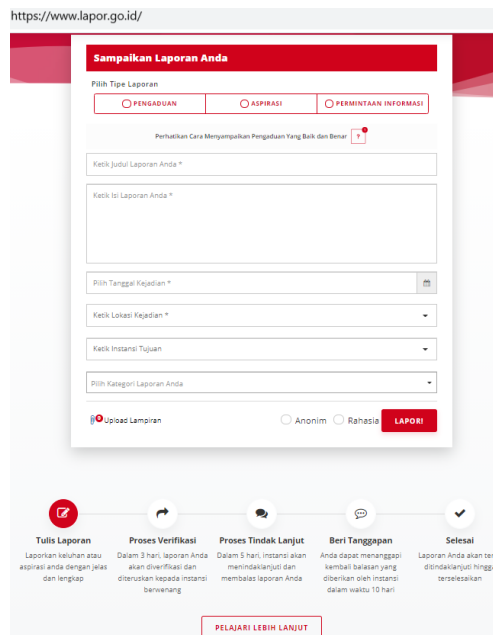


Figure 1. Initial view of the website www.lapor.go.id.

The questionnaire for this survey has been provided by the Ministry of Communication and Information Technology. Researchers gave questionnaires to people who had used LAPOR facilities and had come to the offices of Regional Apparatus Organizations. Figure 1 shows researchers surveying the Sooko sub-district.



Photo: Ambarsari Hasnaa Nur Azizah (20/11/2016)

Picture 1. Distribution Community Satisfaction Survey (*Survei Kepuasan Masyarakat SKM*) Questionnaires in Sooko sub-district.

Every public complaint collected at the LAPOR facility will be processed by the officer. The data is processed according to the standard operating procedures that have

been set. After the data is collected, it is then distributed to the relevant agencies within a maximum of 3 working days. After that, each department will solve the problem within 7 days. So that a maximum of 10 days, the public's response has been responded to. The working mechanism for handling public complaints can be seen in Figure 2.

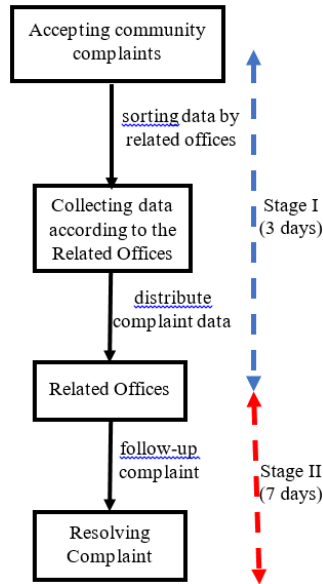


Figure 2. Community complaint handling process.

Figure 3 is the display form of the LAPOR data manager admin. The manager of this facility can see in full all the details of the data entered by the community at the LAPOR facility.

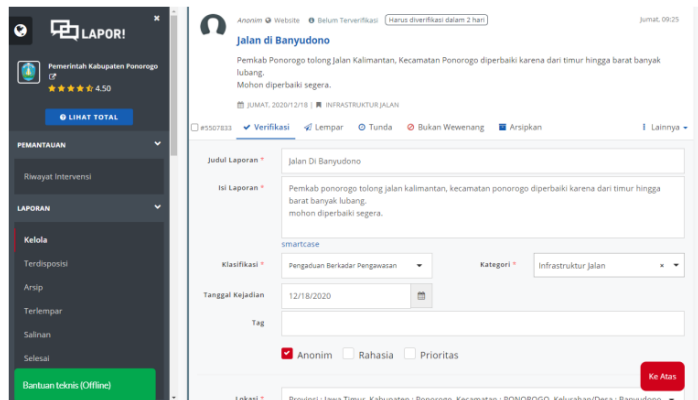


Figure 3. Examples of public complaints related to road infrastructure.

The Regional Government of Ponorogo Regency already has social media such as YouTube, Instagram, Twitter, Facebook. All of these facilities can be used to promote LAPOR facilities. Figure 4 is an example of how Facebook and Instagram are owned.

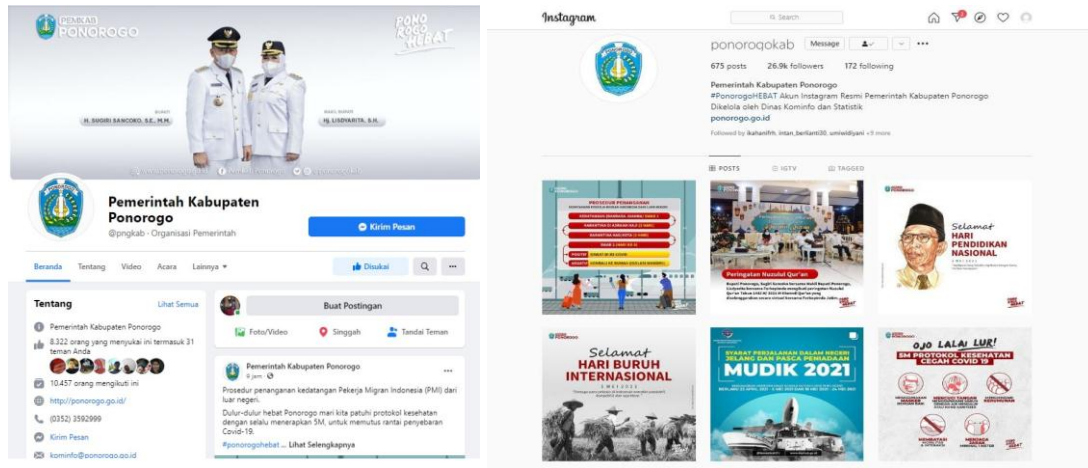


Figure 4. The Ponorogo Regency government's Facebook and Instagram accounts.

Conclusion and Recommendation

LAPOR is a service facility to obtain information and communication advice with the community which is still not fully known by the people of Ponorogo district. Today's society can be ascertained that many use smartphones as a means of communication, so that promotion of the introduction of LAPOR facilities can use social media such as Facebook, YouTube, Twitter, and websites that are found on every smartphone.

The quality of work of a government agency is strongly influenced by the apparatus working in the service. Components of knowledge, skills, understanding, clarity of main tasks, and job functions greatly determine the high or low quality of the work of the apparatus. If an apparatus has internal obstacles in one of these components, then the quality of its work will decrease and will result in the low quality of the work of the apparatus office. Therefore, training, the provision of up-to-date work facilities, and infrastructure must be provided periodically by the demands of the work that is the responsibility of an apparatus. The results of observations and interviews conducted showed that the apparatus managing report data faced problems with these components, thus hampering the completion of the work according to the specified time target. Fixing this problem can be done by providing training, adding personnel, and utilizing RDS technology to support job completion. As a continuation of this research, it is possible to observe the agencies that are responsible for following up on complaints from the public (stage II).

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Contributorship

Observations and interviews to collect data and facts, as well as statistical data processing were carried out by the first author. Analysis and writing of the manuscript were carried out jointly with the first and second authors.

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