Portrait of Public Service Issues and Recognition Rate of Ombudsman Representative Office in Big Data Perspective

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Abstract

Public service providers and their supervisory agencies (Ombudsman RI), both at the centre and the representatives, are required to be able to map and resolve public service issues. However, during the Covid-19 they are limited in scope for conducting investigations. Big data is considered one of the solutions to obtain information on the priority scale of handling public service supervision through strategic issues of public services that get lots of attention from the public and the media. This paper aims to present a portrait of public service issues and the recognition rate of the Ombudsman Representative in the big data perspective as input in development planning related to public service supervision. The analytical method used is big data which utilizes the Intelligence Media Analytics developed by Indonesia Indicator. Analysis of strategic issues of public service in the regions, types of problems, the reported agencies, and the level of popularity of the Ombudsman RI in representatives in the community and the media, are the main discussion in this analysis. The results show that based on the classification of the reported parties, the three agencies that received the highest complaints during the period March 2020 – March 2021 are the Social Affairs Agency, Education Agency, and Health Agency. Problems related to Social Assistance were the most widely reported complaints by the public to the Ombudsman RI during the Covid-19. In addition, the analysis shows that until the latest data in 2021, the level of popularity of the Ombudsman in the regions is still low.

Keywords: big data; media; Ombudsman; public service.

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I. Introduction

Public service is a form of state presence in the concept of a welfare state (Dewi et al., 2021; Batalli, 2005). In practice, public services are still the sector that gets a lot of public complaints. The government and its bureaucracy, which should have more room to act professionally in addressing this issue, are seen as not optimally implementing democratic governance as expected (Nor et al., 2021; Kirkham, 2016). However, what has happened is that there is a tendency for the government, with all its hierarchies and bureaucracies, to be trapped in positioning itself as an agent of power, not an agent of service (Margariti et al., 2020; Michener et al., 2019). Communities need external supervisory institutions that can stand by their side in efforts to obtain their rights related to public services guaranteed by regulations. The procedural dynamics of public services, which are convoluted and lengthy, are a matter of society requiring supervision from the state in an external context (Septianingtyas & Sulistyowati, 2021).

In Indonesia, public services are still a complicated problem. Issues such as the emergence of the Omnibus Law and its impact on public services related to spatial planning are examples of how quickly changes occur that require adaptive, fast, and responsive supervision, both at the central and regional governments (Pambudi & Sitorus, 2021; GoI, 2016; GoI). , 2014). It is undeniable that maladministration in public services that leads to cases such as corruption is still common in this country (Musriza et al., 2021). The accountability aspect is the main focus in improving the quality of public services, where the government must explain openly, thoroughly, and reasonably and can be accountable to the public (Imbaruddin et al., 2021).

The Public Service Act No. 25 of 2009 provides guidelines in providing service standards for all service providers, including BUMN, BUMD, BHMN, private and individual, while still paying attention to specific rules. Every public service provider must meet the 14 components of the service standard. The components of this public service standard are designed to provide the broadest possible access to information to the public so that essential services can be easily accessed by the public, which leads to public welfare. Monitoring the performance of public services carried out by the Ombudsman is a form of state presence to ensure that the community has their rights in a welfare state. This mandate is also supported by Law Number 37 of 2008 concerning the Ombudsman of the Republic of Indonesia.

In the administration of the state, control is an inseparable element of the freedom and independence of the state. Supervision in public administration must be carried out to realize public welfare through improving services and the participation of the community itself, increasing competition between agencies by maintaining service attitudes, and ensuring responsible openness (Izzati, 2020; GoI, 2009; Achmad, 2006). For this reason, supervisory institutions such as the Ombudsman are present as state organizations that oversee state administrators, especially those that provide public services (Gill et al., 2020; GoI, 2008; Gadlin, 2000). The Ombudsman's work to influence state public officials is intended to prevent the behaviour from recurring. The Ombudsman's role in promoting good governance is closely related to the commitment of public officials in government, leadership, and the level of public awareness (Creutzfeldt & Kirkham, 2020; Taumoepeau,

2019). Most of the Ombudsman's actions are associated with correcting violations related to public services (Uggla, 2004). The compliance of public service providers with these service standards has not been considered optimal in the last seven years, especially at the district level (Ombudsman RI, 2021a; Ombudsman RI, 2021b).

Public services during the Covid-19 pandemic have their challenges (Dewi & Tobing, 2021). Public service providers and their supervisory agencies (Ombudsman RI), both at the centre and the representatives, are required to be able to map and resolve public service issues but are limited in scope for conducting investigations. This limitation is the impact of government policies that implement Community Activity Restrictions (PPKM). The alertness, response, and adaptation of supervisory agencies and public service providers to change are being tested (Ombudsman RI, 2022).

The use of big data is considered one of the solutions to obtain information on the priority scale of handling public service supervision through strategic issues of public services that get much attention from the public and the media. Big data is quite relevant to be used in the context of evaluating development during the pandemic (Pambudi, 2021). Also, based on big data, the level of popularity of public service supervisory agencies can be seen as input for development planning, especially regarding the importance of socializing this institution in a broad scope. The level of public awareness of the Ombudsman is an illustration of how our society gets sufficient information regarding their rights in public services. This paper aims to present a portrait of public service issues and the introduction level of the Ombudsman Representative in the Big Data Perspective as input in development planning related to public service supervision. The main things discussed in this analysis are the presentation of big data related to portraits of strategic issues of public services in the regions, types of problems, and reported agencies. In addition, this activity assesses the level of popularity of the Ombudsman RI among representatives in the community and the media so that the conclusions given can be following field needs.

II. Methodology

The analytical method used is extensive data analysis. Utilization of big data in development planning is used as 1) Material for policy formulation to be more responsive and on target; 2) Formulation of development performance targets and indicators based on quality and measurable data; 3) Monitoring and evaluation materials in the implementation of development. The world paradigm shift from conventional to increasingly sophisticated computing has allowed the creation of an integrated system. One of the challenges of mainstreaming public services in development planning is that no integrated system based on information technology has a broad impact on improving the quality of public services (Hanafi, 2019).

Intelligence Media Analytics (IMA) is an application managed by Indonesia Indicator, appropriate for big data processing. Big Data is a collection of data with a considerable volume, diversity, and variation that can provide helpful information based on accurate sources (Chen et al., 2014; Boyd & Crawford, 2012), especially for policymakers' decision-making. The main thing that distinguishes big data from conventional data sets lies in the processing mechanism, where the current requirements for relational database

systems cannot optimally handle the complexity of big data (Toba, 2015). Intelligence Media Analytics (IMA) is a development of the Intelligence Media Management (IMM) system, which is a system that works 24 hours in real-time, automatically, with robots that carry out media monitoring by collecting news content on online media, printed media, television, twitter, and facebook. Media analysis through this IMA provides a complete study starting from influencers, top issues, sentiment, comparison, news mapping, and detailed investigation of the news object.
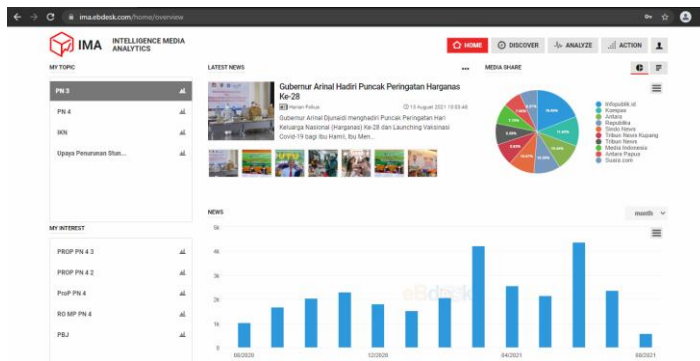

Figure 1. Initial View of the Intelligence Media Analytics (IMA) Application
Source: IMA Application, 2021

This extensive data analysis will provide more information about 1) Information and issues regarding the types of public services and the reported agencies that the public complained about the most during the Covid-19 pandemic; 2) Portraits of the provinces that received the most complaints related to public services during the Covid -19 pandemic; 3) The level of popularity of each Representative Office of the Indonesian Ombudsman from the public's point of view. This monitoring activity using the IMA takes the period of tracking news from March 2020 to March 2021.

III. Results, Analysis, and Discussions

3.1. Types and Structure of Reports in Intelligence Media Analytics (IMA) for Big Data Analysis

Utilization of media data in the ongoing evaluation of supervision of the implementation of public services during the Covid -19 pandemic using the Intelligence Media Analytics (IMA) service, managed by Indonesia Indicator. Analysis of media coverage regarding public services focuses on capturing issues regarding public complaints during the Covid -19 pandemic, both online and in print.

The taxonomy and keywords used in this analysis are (("Ombudsman of the Republic of Indonesia" or "Ombudsman RI" or "ORI") and ("Public services" or "public services" or "community complaints" or "complaints") and "representative offices" and "2021"). The search results for media coverage related to the Ombudsman topic during the period 15 March 2020 - 15 March 2021 sourced from online and print media can be seen in Figure 2.
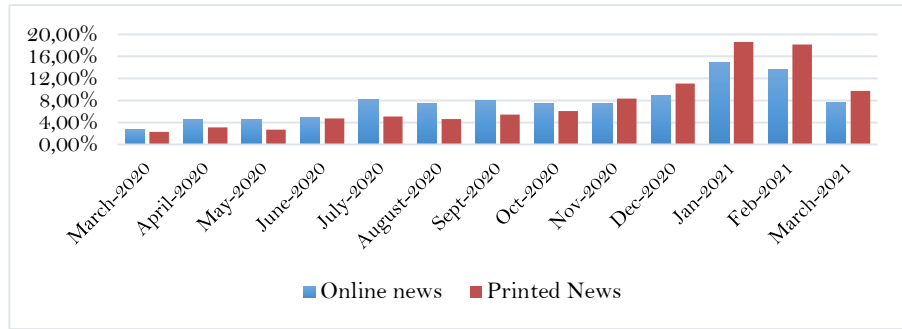
Figure 2. Monthly media coverage related to the topic of the Public Service Supervision Agency (Ombudsman) from March 2020-March 2021

Source: IMA data processed, 2020-Q1 2021

The trend of media coverage related to the Ombudsman topic, in general, has increased every month, both from online media and print media. It can be seen that from December 2020 to February 2021, the percentage of news coverage increased significantly compared to the previous month. In December, news about the Ombudsman increased by 2.74% from the previous month, and the most news occurred in January 2021 at 18.6%. The trend of media coverage began to decline in March 2021. It is in line with the increasing media coverage of the spike in Covid-19 cases, such as that which occurred towards the beginning of 2021, where community mobility during the end of the 2020 holiday was quite high. The Head of the Ombudsman RI representative for greater Jakarta explained that Large-Scale Social Restrictions (PSBB) were implemented to reduce the rate of transmission of Covid-19. However, eliminating progressive fines for violators resulted in a potential increase in violations (Kompas, 2021). The results of searching online and print media news sources related to the Ombudsman topic can be seen below.
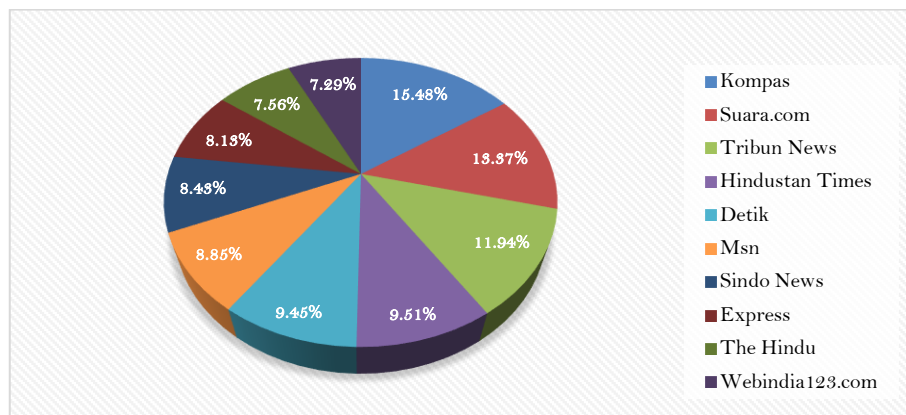

Figure 3. Online Media News Sources related to the Ombudsman's Topic

Source: IMA data processed, 2020-Q1 2021

The most dominating source of online media coverage related to the topic of the Ombudsman is Kompas, at 15.48%. Several other online media that reported on this topic were Suara.com, Tribun News, Hindustan Times, Detik, Msn, Sindo News, Express, The Hindu, and Webindia123.com.
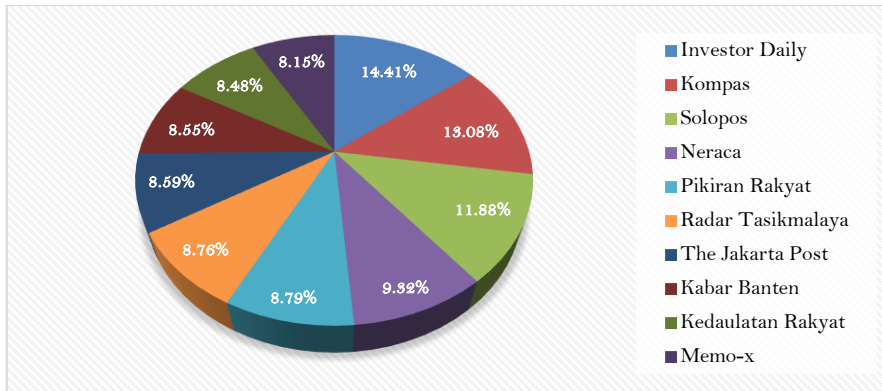
Figure 4. Print Media News Sources related to the Ombudsman's Topic
Source: IMA data processed, 2020-Q1 2021

The results of the search for news sources related to the topic of the Ombudsman, namely Investor Daily, are the most dominating print media. Several other print media that reported on this topic were Kompas, Solopos, Balance, Minds of the People, Radar Tasikmalaya, The Jakarta Post, Kabar Banten, Kedaulatan Rakyat, and Memo-x.

3.2. Big Data Analysis of Identification of Public Complaints Regarding Public Services Based on the Substance of the Complaint

The Covid-19 pandemic has led to increased reports of public complaints against public services to the Ombudsman of the Republic of Indonesia (ORI). Analysis of public complaints based on the substance of the complaint is carried out in each province with a word taxonomy ("Ombudsman" OR "Representative Ombudsman") AND ("Province Name" OR "Province Name Abbreviation") AND ("public service" OR "complaint" OR "public problem" OR "public complaint" OR "Social Assistance" OR " Education" OR "PPDB" OR "Land Maladministration" OR "Population Maladministration"), then based on the details of the reporting in each province, it is categorized based on the substance group of the complaint. Based on data compiled from Intelligence Media Analytics (IMA) since the Covid-19 pandemic (March 2020 - March 2021), reports of public complaints seen from the substance of the complaint were the highest regarding Social Assistance at 29.37%, followed by complaints related to Education and Health Services were respectively 20.57% and 16.33%. In line with the 2020 Ombudsman Annual Report of the Republic of Indonesia explaining that public complaints are seen based on the substance of the highest complaint, namely regarding Social Assistance, then Economy and Finance, Transportation, and Health Services. Details of public complaints reports based on the substance processed from the IMA can be seen in Figure 5.
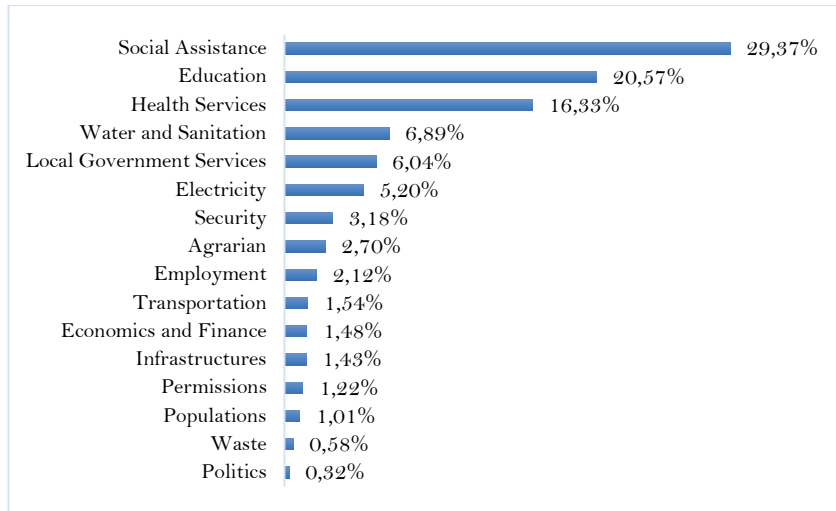
Figure 5. Graph of Public Complaint Reports by Substance of Complaints
Source: IMA data processed, 2020-Q1 2021

Public complaints related to Social Assistance generally complain about 1) The distribution mechanism, which includes uneven distribution, both in terms of time, target/recipient community, and distribution area; 2) Unclear procedures and requirements for receiving assistance; 3) People whose conditions are more emergency are not registered in the Social Assistance recipients, and registered but do not receive assistance; 4) Unable to receive assistance because they do not have an ID card/KK with an address according to their domicile; 5) The existence of illegal levies (Pungli) in the form of cutting the amount of social assistance and a request for compensation by the officer when registering as a beneficiary. The root of the problem from reports of public complaints related to the distribution of social assistance is that data updating has not been carried out by the Data and Information Centre (Pusdatin) of the Ministry of Social Affairs since 2015, so data is not updated, and recipients are not on target (Alinea. id, 2021).

Furthermore, complaints regarding education, they generally complain about 1) Implementation of New Student Admission (PPDB), either in the form of an online system, regional zoning, and the practice of extortion; 2) Deviation of School Operational Assistance (BOS) funds; and 3) Detention of diploma due to specific reasons. In addition, in several areas, such as West Nusa Tenggara (NTB), there are also public complaints in the education sector which are dominated by cases of embezzlement of the Indonesia Smart Program Assistance for Poor Students (BSM) in several schools (Radar Lombok, 2020). In the East, there were several complaints from the public in the education sector, such as the provision of internet facilities and learning facilities, and the New Student Admission (PPDB) process at the elementary, junior high, and high school/vocational school levels.

Meanwhile, the substance of complaints related to Health Services mostly complains about: 1) Weak data collection on vaccine recipients, especially for health workers, so that there are people who take advantage of loopholes to get vaccines that are not their right; 2) The high cost of a rapid test that is used as a business area by certain parties; and 3) Lack of

information about the flow of health services for people with symptoms similar to Covid-19 and/or follow-up, including about places of isolation.

3.3. Big Data Analysis of Public Complaints Based on Classification of the Reported

Based on the classification of the reported parties, the three (3) agencies that received the highest complaints during the period March 2020 – March 2021 are the Social Service, the Education Office, and the Health Office. In more detail, the relevant agencies, according to the substance of the complaints most reported by the public, are shown in Figure 6.
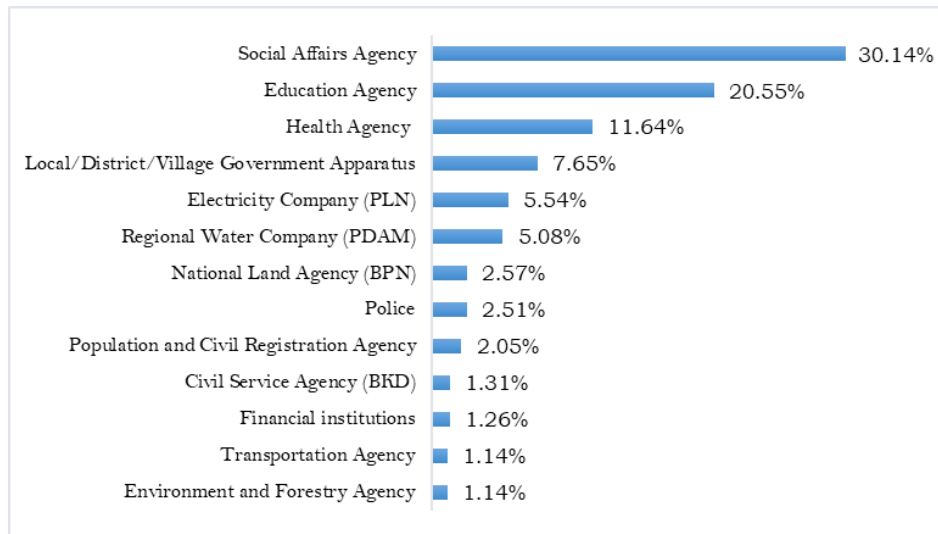

Figure 6. Graph of Public Complaint Reports based on Classification of the Reported
Source: IMA data processed, 2020-Q1 2021

The Department of Social Affairs is the agency that received the highest public complaint reports at 30.14%—then followed by the Education Agency and Health Agency with 20.55% and 11.64%, respectively. It is also in line with the press conference held in March 2021 in the explanation of the Chairman of the Ombudsman of the Republic of Indonesia. According to him, from several tracking related to public complaints about Covid-19, there were five (5) reported agencies, especially the Ministry of Social Affairs or the Social Service.

3.4. Big Data Analysis of Provincial Portraits Based on Public Complaint Reports

The portrait of the province based on the number of media reports regarding complaints related to public service complaints submitted to the Indonesian Ombudsman is an indicator of public trust in the Indonesian Ombudsman in solving problems to improve the quality of public services. The mapping of media coverage related to public service complaints submitted to the Indonesian Ombudsman in 34 Provinces in Indonesia is presented in Figure 7. The analysis to see Provincial Portraits based on Public Complaints Reports is carried out in each province with a taxonomy of words ("Ombudsman" OR "Representative Ombudsman") AND ("Province Name" OR "Province Name Abbreviation") AND ("public service" OR "complaint" OR "public problem" OR "public complaint" OR

"Social assistance" OR "Education" OR "PPDB" OR "Land Maladministration " OR "Population Maladministration").
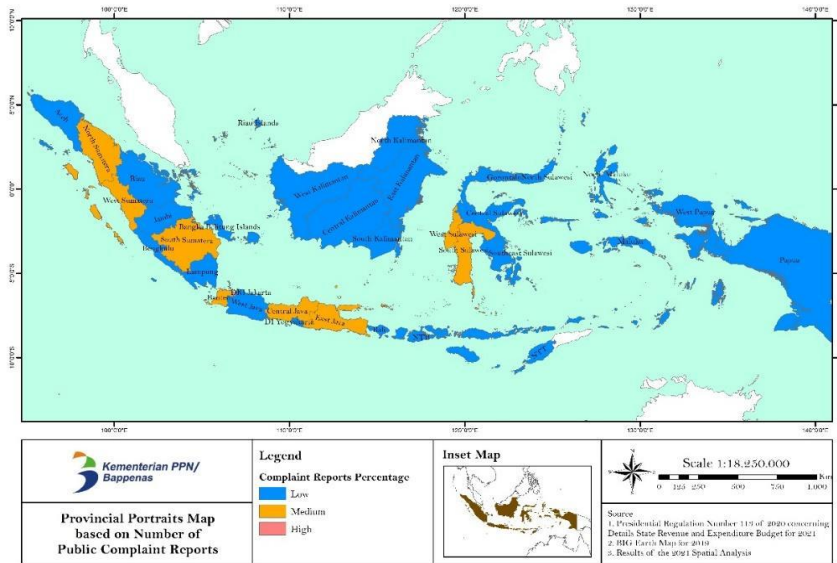

Figure 7. Provincial Portraits based on Number of Public Complaint Reports
Source: IMA data processed, 2020-Q1 2021

DKI Jakarta is the province with the highest number of complaint reports related to public services, which is 12.05%, wherein the mapping (see Figure 7) is shown in pink, followed by West Sumatra and North Sumatra, respectively, with 7.64% and 6.75%, which is the medium category shown on the map in orange. The portraits of ten (10) provinces with the highest number of public complaint reports showed in Figure 8.
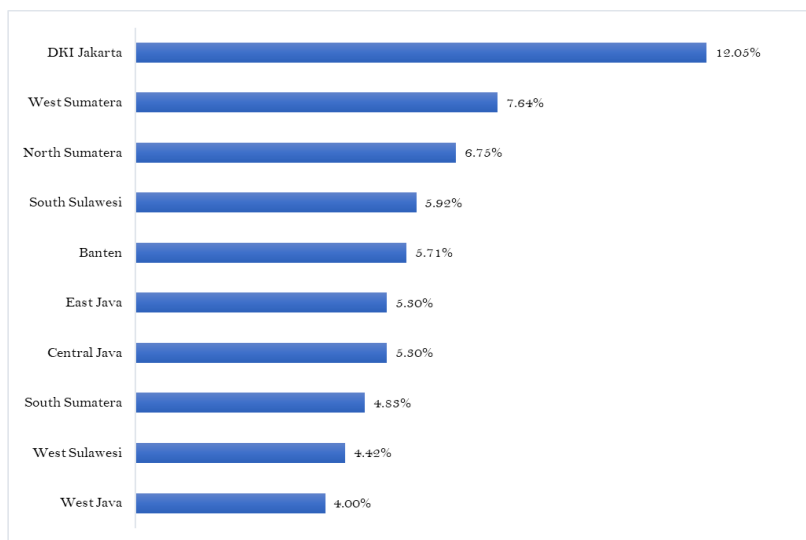

Figure 8. Portrait of 10 Provinces based on Number of Public Complaint Reports
Source: IMA data processed, 2020-Q1 2021

3.5. Big Data Analysis of the Popularity of the Indonesia Ombudsman Representative Office in the News

The Ombudsman of the Republic of Indonesia (ORI) in the region is across 34 Representative Offices throughout Indonesia. The role of the Ombudsman of the Republic of Indonesia in the regions is to handle public complaints concerning decisions or actions of government administration and public services, protecting from rights violations, abuse of power, errors, neglect, unfair judgement, and administrative errors. Based on the crucial role of the Indonesian Ombudsman in improving public services, the public needs to recognize, know and trust the Indonesian Ombudsman as an institution that can handle public complaints. The following is a portrait of the popularity level of the Indonesian Ombudsman Representative Office in 34 provinces in Indonesia based on the number of reports in the media, both online and print media. In looking at the Popularity of the Ombudsman Representative Office of the Republic of Indonesia, reporting is carried out in each province with the taxonomy of words "Ombudsman (Provincial Abbreviation)" OR "Ombudsman (Province Name)" OR "ORI (Provincial Abbreviation)" OR "Ombudsman Representative."
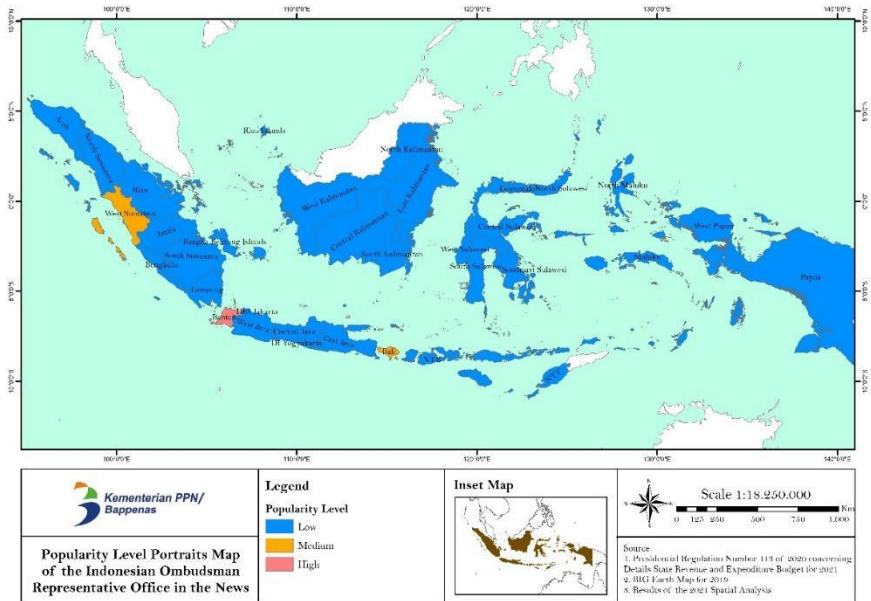

Figure 9. Popularity Level Portraits of the Indonesian Ombudsman Representative Office in the News
Source: IMA data processed, 2020-Q1 2021

The Indonesian Ombudsman Representative for Greater Jakarta is the Representative Office with the highest level of popularity at 15.2%, followed by the Indonesian Ombudsman for Banten and West Sumatra with 10.28% and 7.92%, respectively (see Figure 16). The Indonesian Ombudsman Representative for Greater Jakarta was reported widely from March 2020 to March 2021. In line with the analysis results, it indicates Ombudsman Representative for Greater Jakarta has been widely known by the public for resolving public complaints reports related to public services. Portraits of the

popularity level of 10 (ten) Indonesian Ombudsman Representative Offices in the news showed in Figure 10 below.
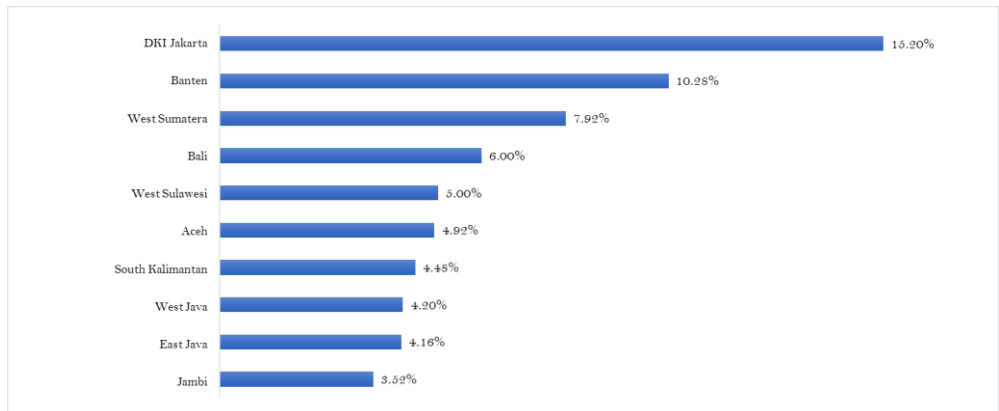

Figure 10. Portrait of the Popularity Level of 10 Indonesian Ombudsman Representative Offices in the News
Source: IMA data processed, 2020-Q1 2021

In media reports, the Indonesian Ombudsman Representative for Greater Jakarta discussed the handling of the Covid-19 pandemic problem the most at 22.23%, then related to Covid-19 vaccination (6.63%) and health protocols (6.46%). One of the performances of the Indonesian Ombudsman Representative for Greater Jakarta in handling the Covid-19 problem is by increasing public awareness by making a map of the spread of Covid-19. Other news topics during the Covid-19 pandemic at the Indonesian Ombudsman for the Greater Jakarta Representative shown in Figure 11.
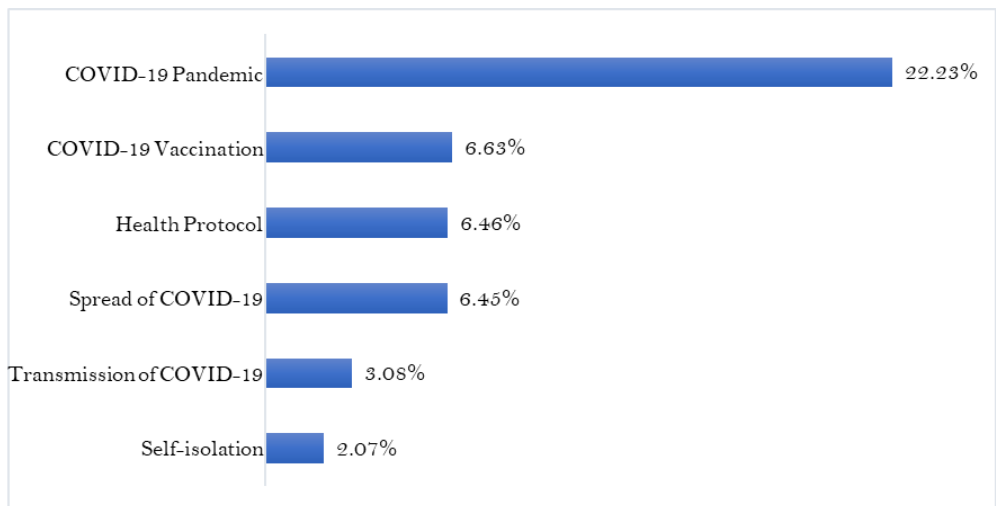

Figure 11. Topics of Media Coverage During the Covid-19 Pandemic Period in Indonesian Ombudsman Greater Jakarta Representative
Source: IMA data processed, 2020-Q1 2021

IV. Conclusion and Recommendation

4.1. Conclusions

Excellent and quality public services are constitutional rights of every element of society, confirmed in Law Number 25 of 2009 concerning Public Services. Public complaints related to public services are a form of control or supervision from the community's perspective and the point of view of public service providers. Following its primary duties and functions, the Ombudsman of the Republic of Indonesia plays a vital role in supervising the implementation of public services in realizing good governance. Based on the problems, facts in the field, and research results as described previously, the conclusions from this analysis are:

1. Big Data analysis is very relevant and related to current conditions in capturing strategic issues of public services during the Covid-19 pandemic. The analysis results can indicate several vital issues that need to be addressed based on priorities, urgency, location, and more targeted public opinion.

2. The Big Data analysis result shows that it is the responsibility of the state and government to ensure well serve its citizens through the provision of services carried out by government officials, which is the starting point for why it must supervise public services. Public service jobs carried out by public service providers must have a high conscience and responsibility with the target of citizen/community satisfaction. Problems related to Social Assistance (Bansos) were the most widely reported complaints by the public to the Indonesian Ombudsman during the Covid-19 pandemic. Based on the classification of the reported parties, the three (3) agencies that received the highest complaints during the period March 2020 – March 2021 are the Social Service, the Education Office, and the Health Office. Based on data compiled from Intelligence Media Analytics (IMA) which includes news coverage in online media and print media, the portrait of the province is based on the number of reports of public complaints.

3. The results of Big Data analysis show that until the latest data this year, the popularity level of the Ombudsman in the regions, in general, is still low. The Indonesian Ombudsman Representative for Greater Jakarta is the Representative Office with the highest level of popularity at 15.2%, followed by the Indonesian Ombudsman Representative for Banten and West Sumatra with 10.28% and 7.92%, respectively.

4. The effectiveness of the Ombudsman's supervision of public services by local government agencies is still far from the expectation of excellent and effective services. The increase in complaints to district/city government agencies occurs every year. Attention to the inhibiting factors of the effectiveness of the Ombudsman's supervision from internal and external sides is the key to improving the services carried out by the Ombudsman in the future.

4.2. Recommendations

Big Data usage in development planning is used as material for policy formulation to be more responsive and on target. Monitoring that utilizes Big Data is suggested to be carried out more frequently during the Covid-19 pandemic that limits field visits, so it still can formulate development performance targets and indicators based on quality and

measurable data. The results of Big Data analysis complemented by a literature review are monitoring and evaluation materials in the development implementation. Based on the research and conclusions, there are several recommendations to improve the supervision of public services, including:

1. In encouraging the increasing number of complaints submitted to the Ombudsman of the Republic of Indonesia in the regions every year, this institution must make a breakthrough by utilizing developments in device technology such as making an Android-based complaint application and similar so that it can realize the submission of reports/complaints from the public efficiently and quickly. In addition, continuous socialization is needed so that people know more about the Indonesian Ombudsman. Socialization can be done by using local media, and Ombudsman Goes To Campus, Ombudsman Goes To School, establishing the Indonesian Ombudsman community in the regions. In addition, activities such as Public Service Week, Public Service Expo, and the opening of Public Service Mall can be a magnet to attract public interest to be directly involved with the activities of public services organizers and the Indonesian Ombudsman in the regions. These activities can collaborate with local governments, as has been done by the Indonesian Ombudsman Representative by holding Public Service Expo and Public Service Week activities.

2. The Ombudsman of the Republic of Indonesia needs to pay special attention to the issue of social assistance maladministration in the supervision of public services during the pandemic in response that this issue has received the most public attention. Determining the priority scale of issues found based on big data to be addressed first is the key to the effectiveness and efficiency of the Indonesia Ombudsman's performance, which directly impacts the community. At the agency scale, the Ombudsman of the Republic of Indonesia emphasizes the quick response to maladministration to pay more attention to the regional Social Service, Education Office, and Health Office. Regarding regional issues as a priority, it is recommended that special attention and assistance from the Ombudsman of the Republic of Indonesia be carried out in DKI Jakarta Province, West Sulawesi Province, and East Nusa Tenggara Province.

3. The Ombudsman of the Republic of Indonesia needs to collaborate with the Ministry of Communication and Informatics to encourage the fulfilment of internet access needs to support the improvement of the quality of public services in the regions while increasing the popularity of the Ombudsman so that they are better known to the public. The Indonesian Ombudsman can also explore cooperation with the Ministry of Villages, Development of Disadvantaged Regions, and Transmigration regarding the need to develop the Digital Village Program owned by the Ministry of Villages, Development of Disadvantaged Regions and Transmigration. It is hoped that the Digital Village Program will prioritize areas whose public services are in the red zone based on data held by the Indonesian Ombudsman. Digital Village is a concept about village development utilizing digital technology in public services and regional development. The digital village will make it easier for the community to take care of anything. So after the community registers online, the community can get their needs to the village office more quickly according to the specified time. Socialization, introduction, and approach to representative Ombudsman in the community need to be carried out to increase public awareness of participating in reporting

maladministration actions to achieve excellent public service conditions. Expanding access to Indonesian Ombudsman service users can also be increased by developing other digital platforms to make it easier for the public to submit reports/complaints without having to be physically present, especially in archipelagic areas, frontier, remote, and underdeveloped areas, conflict-prone areas, and areas with vast geographic regions. It can also help increase the popularity of the Indonesian Ombudsman.

4. The Indonesian Ombudsman needs to strengthen its regulations to support its duties and functions in the regions. The independence and strengthening of the Ombudsman's role can be carried out in 2 recommended ways, namely through a) Optimizing his involvement in the input for the revision of the Public Service Law and the Ombudsman Law, especially in the prevention aspect; and b) Making derivatives of the Indonesian Ombudsman Law following current needs based on its growing role in achieving national priorities in the Presidential Regulation on the National Mid-Term Development Plan (RPJMN) 2020-2024 and the Presidential Regulation on Government Work Plan (RKP). Public service providers must simplify administrative-technical requirements. Another thing that cannot be ignored is that public service providers must pay attention to the decency and appropriateness side.

5. Suggestions and recommendations of the Ombudsman of the Republic of Indonesia contained in Law 37 of 2008 to be strengthened and more binding, especially as the mandate of Article 8 paragraph (2) related to submitting suggestions addressed to (a) the President, regional leaders, or other state administrators for the improvement and refinement of the organization and procedures of public services; (b) to the House of Representatives and/or the President, the Regional House of Representatives and/or regional leaders to comply with other laws and regulations. In addition, it is necessary to increase community participation, accompanied by the Indonesian Ombudsman, represented as an effort to increase community involvement in reporting and also as public supervision of the work of local government agencies.

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