

## WADUL-E AS THE IMPLEMENTATION OF E-SERVICE IN THE NEW PUBLIC SERVICE PARADIGM

Afif Al Farizi,<sup>1)</sup> Dian Suluh Kusuma Dewi,<sup>2)</sup> Insyira Yusdiawan Azhar<sup>3)</sup>  
Faculty of Social and Political Sciences, Muhammadiyah Ponorogo University<sup>1</sup>  
Faculty of Social and Political Sciences, Muhammadiyah Ponorogo University<sup>2</sup>  
Faculty of Social and Political Sciences, Muhammadiyah Ponorogo University<sup>3</sup>  
*Corresponding E-mail: [alfariziafif559@gmail.com](mailto:alfariziafif559@gmail.com)*

**Abstract:** This study aims to determine how the application of the New Public Service concept to the WADUL-E Service (Aspiration and Electronic Complaints Forum) in Pacitan Regency. This study used a qualitative approach and the determination of informants using the purposive sampling technique. The results showed that the concept of the New Public Service was not fully applicable to the Pacitan WADUL-E Service, because the researchers did not find data related to the 6th indicator, which is serving not directing which contains the position of the leader here, not as the owner but as a public servant or public servant. However, the rest of the concept of the new public service is in accordance with the real situation in the Pacitan Wadule Service. Hence, it is necessary to have in-depth research to find out the leadership side in the service. Based this research, it can be concluded that it is one of the public innovation efforts created by the Pacitan Regency Government is to provide Complaint Services in the form of WADUL-E Services of Pacitan Regency which was formed and inaugurated on March 14, 2018. By utilizing this service, it is hoped that the aspirations and complaints of the Pacitan citizens are connected to regional government.

**Keywords:** *E-Service, New Public Service, WADUL-E Pacitan*

---

### 1. Introduction

Current technological developments are a basic impetus for government agencies to innovate in an effort to gain an appreciation for the public in the context of public satisfaction so that they gain trust. (Neng Kamarmi, 2011) Therefore, the aim of holding these innovations is to serve the public effectively and efficiently and must be in accordance with the development of innovation. From the previous innovations, while providing a service, the government must prioritize transparency to the public in carrying out its duties and obligations as a good government. It is conducted in order to make it easier for the public to access information related to governance. (Atthahara, 2018)

Public service can be interpreted as an activity organized by government agencies to serve the needs of people who have problems or problems in organizations related to official and non-governmental government institutions, their services to the public will offer satisfaction even though the results are not tied to a product physical in accordance with the basic rules and procedures that have been determined. (Aprianty, 2016) Then it can also be interpreted that

public service is an activity carried out by a person, group of people, or certain institutions that provide service containers to customers in order to provide convenience and assistance to the community so that they can achieve the desired goals. Currently, public services are very important because people now need excellent service to fulfill various purposes and interests. (Buchari, 2016)

Weak awareness of government agencies about the importance of managing services to the public will cause a serious problem so that it will cause the image of the government as a public servant which currently cannot be a good hope to meet a need or serve the interests of the public (Siti Maryam, 2017) Therefore service management is still weak It should be improved and human resources must have the awareness to change behavior so that it can make the image of government become a good servant or Good Government, so the public bureaucracy is required to be responsible for providing effective and efficient services. (Monoarfa, 2012)

Based on the Decree of the Minister of State Apparatus Empowerment Number 63 of 2003, what is meant by public services are all forms of services carried out by government agencies at the central, regional, and within the environment of State-Owned Enterprises or Regional-Owned Enterprises. Business in the form of goods and or services, both in order to meet the needs of the community and in the context of implementing the provisions of laws and regulations Meanwhile, according to Chapter I Article 1 Paragraph 1 of Law no. 25/2009, which is meant by public service, is an activity or series of activities in order to fulfill service needs in accordance with the provisions of laws and regulations for every citizen and resident for goods, services and/or administrative services provided by public service providers. (Hardiansyah, 2018)

The Pacitan Regency Communication and Information Service as a government institution has provided a program or policy to cover up government weaknesses by realizing Electronic-based services (E-Service) in the form of WADUL-E Services (Electronic Service Aspirations and Complaints Forum). The creation of this program is based on several problems that arise in the community, among them the community does not yet have a place to make complaints to the government directly, the lack of information and transparency of the government to the public, the lack of special attention from the government to the community and this have led to the creation of an E-based complaint forum. E-Service, which is expected to be able to bridge complaints or problems that arise from the community.

E-Service is innovation and creation from the government that was created to meet the wants and needs of the community to make it easier and so that the delivery of public services runs easily and quickly, (Zulhakim, 2015) this is imperative for the government in creating elements of good governance, due to The existence of e-service will increase the accountability, transparency, effectiveness, and efficiency of public servants, the community is an object that must be served so that all services must be adjusted to the needs and interests by paying attention to local culture and identity as materials to slightly reduce local regional social conflicts. With the creation of a new paradigm, namely NPS (New Public Service), the government and public agencies must provide services to citizens (society) no longer serve customers (customers).

NPS (New Public Service) can become a modern viewpoint of government after NPM (New Public Management) where the New Public Service World View fundamentally criticizes the part of the country that fails to move the wheels of progress.(Sudarmanto et al., 2020) A bureaucratic state characterized by progressive, extravagant, inadequate, non-transparent, has

indeed emerged patrimonial which guarantees and promotes the affiliation of race, ethnicity, ethnicity, and political parties is one of the causes for the disappointment of progress. The New Public Service was born anti-tesa and tries to criticize the Unused Open Administration, which is seen as disappointing in many countries. New Public Management has been effectively actualized in the Joint Countries, Canada, United Kingdom, Unused Zealand, and several other creation countries, but many developing countries. (Nurlaela Elly, 2018)

Based on the explanation above, it is very interesting to conduct a study of the application of the New Public Service theory on WADUL-E services (Aspirations and Complaints Forum for Electronic Services) in Pacitan Regency. In fact, Pacitan has received an award in creating the development of complaint administration through the "WADUL-E Pacitan" Website which is supervised by the Pacitan Communication and Data Office in empowering open administration progress in Pacitan. The award that Pacitan received is the Top 15 best open complaint organization in 2020 for the category of government organizations. Where Pacitan is included in the category as the area with the best influence with the City Government of Surakarta, Central Java.

## **2. Research Method**

The location of this research is located in the Department of Communication and Information, Pacitan Regency, where the location is where the WADUL-E Service was created. This research uses qualitative research methods with a descriptive approach. Qualitative research is the collection of data in a natural setting with the intention of interpreting the phenomena that occur in which the researcher is the key instrument, the collection of data sources is done purposively. The technique of collecting data by triangulation, inductive data analysis, and qualitative research results emphasize meaning rather than generalization. (Anggito Albi, 2018)

The primary data in this study are the Head and Staff of the Pacitan District Communication and Information Service who handle Wadule Pacitan services. Meanwhile, secondary data is in the form of journals and articles related to the research theme

The data collection technique in this study is to use an approach by interviewing, observing, and documenting. Data analysis in this study used the first stages of data collection, the second to reduce data, the third to present data, and the last to make decisions.

## **3. Results and Discussion**

### **a. Theoretical basis**

#### **1) NPS (New Public Service)**

Based on the theory that underlies the emergence of the New Public Service, it can be seen that NPS tells of various theories in taking an analysis of problems to the public, therefore Denhardt and Denhardt argue that the New Public Service paradigm has fundamental differences from the New Public Management.

#### **2) Serve Citizens, not customers**

New Public service in his view, he sees the public as a 'citizen' or citizens who have equal public rights and obligations. So not only as a customer that can be seen from their ability to buy or pay for a product or service but also a 'citizen' is taken into account so that the core of the service is not only served to the customer but to all citizens. (Nurlaela Elly, 2018)

### **3) Prioritizing Public Interest**

New Public Services state servants, not the main actors in formulating what is in the public interest. Public administrators are the most influential actors in a broader government system and consist of citizens, groups, people's representatives, and other institutions. State administrators also have the role of serving citizens to overcome and manage public problems and interests. Citizens are given a choice at every stage of the governance process, not just being involved during elections. Public administrators also have an obligation to facilitate public dialogue forums. (Nurlaela Elly, 2018)

### **4) Citizenship is more valuable than Entrepreneurship**

New Public Service believes that the involvement of citizens in administrative and governance processes will be better so that it is more important for the government to involve citizens than a government that is driven by entrepreneurship.

New Public Service has the view that in the public interest it would be better if formulated and developed by the state apparatus in collaboration with citizens who are committed to contributing to life together rather than by entrepreneurial managers who act as if the money and public wealth belong to them. (Nurlaela Elly, 2018)

### **5) Think Strategically, Act Democratically**

In an idea that is fundamental in this principle, it shows that policies and programs to answer public needs will be more effective and responsive if managed through collective efforts and collaborative processes. (Arrozaaq, 2016) This means that individual skills and the process of collaboration between groups will be able to have a good impact on a policy.

Citizen involvement is seen as a fundamental part of implementing regulations within the majority rule framework. Inclusion here incorporates all stages of setting definition and execution handle. Through this handbook, citizens feel involved in administrative preparations, not because the government asks them to meet the interface. The organization becomes an open space where people (citizens and chairmen) with different points of view act together for the good of the wider community. This interaction and engagement with citizens provide reason and meaning for public administration. (Nurlaela Elly, 2018)

### **6) Recognize that accountability is not Simple.**

Public apparatus in the view of the New Public Service does not only focus on market interests, they must also prioritize adherence to the constitution, law, community values, political values, professional standards, and the interests of citizens. (Nurdin, 2019) In New Public Management, the public is analogous to a market that consists of individuals called customers.

Public administration cannot be relied on, either specifically or by implication, by citizens, but is more concerned with its clients by providing a fulfilled open administration.

Public administrators are not business visionaries in claiming trades where the outcome or disappointment of the choices they make will be at their own expense. Opportunities for disappointment in using open arrangements will be borne by all citizens of society. Furthermore, organizational responsibility is complex and multifaceted or has many dimensions such as expert, legal, political and legal responsibilities. (Nurlaela Elly, 2018)

### **7) Serve Rather than Serve**

Leadership in the New Public Service focuses on human resources for the benefit of humanity. New Public Service is a 'shared leadership' where leadership control is not

concentrated in the hands of superiors but involves everyone or many groups. The position of leadership here is not as the owner but as a public servant or public servant (servant, not owner). (Nurlaela Elly, 2018)

#### **8) Value People, Not Just Productivity**

New Public Service doesn't see people as apathetic or childish. But human behavior is also influenced by components of human respect, a sense of belonging and a place (ownership), concern for others, benefits, and curiosity. In this way, the measure of worker performance is not only a financial parameter but more than that of the value of authenticity, balance, responsiveness, reinforcement, and so on. (Nurlaela Elly, 2018)

#### **b. Previous Research**

Previous research was taken from several sources in scientific journals and is recent research, namely the first research on behalf of Rizka Lintang Peksiwari Ambar and Teguh Sulistiyani in a journal entitled The Role of Deputy of Public Service Kemenpan-Rb, in Managing Public Complaint Services through Reporting Sp4n As Efforts to Improve Public Service Quality, in 2019 at Gadjah Mada University.

This study uses a qualitative method with an action research approach type. In this research, it is investigated through the process of interviews, FGDs, and participant observation. The results of the study show that the role of the deputy of public services in managing LAPOR! SP4N services have been running well because it is supported by supporting facilities for running LAPOR! SP4N, international cooperation, and public service competitions to improve public services through LAPOR! SP4N. (Peksiwari, 2019)

Then the second research on behalf of Rita Maharani & Dr. Retno Sunu Astuti, M.Si in a scientific journal with the title Characteristics of E-Service Innovation at the Semarang City Population and Civil Registration Service (Case Study of Birth and Death Certificate Services) in 2019 at Diponegoro University, Abstract; The government as a supplier of open government administrators is required to be able to prioritize the quality of open government administrators to meet the desires of the community appropriately.

This study uses Rogers' theory of innovation characteristics to analyze the implementation of E-Service innovation, Everett M. Rogers' theory of driving factors, and Borins and Drucker's theory of inhibiting factors.

The results show that E-Service development has relatively interesting points, suitability, complexity, makes sense to try, and is easy to watch. E-Service progress includes a driving force, in particular, the drive for change and accessibility of offices and foundations but there is an inhibiting component that emerges from society as clients of progress. (Alfrida Maharani Ritza, 2019)

The third research on behalf of Siti Widharetno Mursalim with the title Analysis of Complaints Management System for People Online Complaint Services (Report) in Bandung City, was researched in 2018, This study aims to distinguish and analyze the implementation of open complaints in the city of Bandung. The strategy used in this study may be a subjective approach. By utilizing the complaint administration hypothesis (complaint) based on the Tjiptono hypothesis, namely: Commitment, Not Wrong, Available, Openness, Speed, Fairness, Confidentiality, Notes, Assets, and Recovery. What is expected from the results of this research is LAPOR! This becomes a bridge to bridge complaints and community goals with related

agencies so that the issues raised can be handled and handled quickly and appropriately. (Mursalim, 2018)

Seeing from previous research whose contents are about complaint services with different Theory from the first about the concept of public service quality, the second about public service innovation, and the third about public service management, therefore researchers take a unique side in research, namely by providing knowledge about the novelty theory that appears and is tangible in E-Service services from the New Public Service perspective by determining objects on the Pacitan Wadule Service, the difference from previous research is related to research variables with different sides of the approach and using the latest and supportive service concepts from public complaint services namely the New Public Service.

### **c. Data Findings**

Based on the results of interviews with Wadule Pacitan service managers, it can be described that this study found data in the form of service systems, service procedures, accountability, implementation processes and outputs, and outcomes of services.

It should be noted that this Wadule Service is a forum for aspirations and complaints about the people of Pacitan district which was established on March 14, 2018, were any suggestions or complaints from the Pacitan community regarding issues that arise will be processed and channeled to related institutions, so that the community, especially the Pacitan area can easily channel aspirations and complaints online. With this Wadule Service, the Pacitan Regency Government will be greatly helped because, with input or complaints from the community, the local government will make it easier to directly monitor and control an area that needs improvement.

The first implementation process in this service is to disseminate information about WADUL-E services to the public through mass media such as radio, pamphlets, social media (Facebook, WhatsApp, Twitter). In this socialization, the Pacitan Regency Communication and Information Office launched on March 14 2018 by presenting community elements such as community leaders, religious leaders, and so on to be regional representatives.

This module application service can be applied to every member of the Pacitan community without excluding people who are outside the city or the country, because the case is that many people are ignorant of the technology that is currently developing, therefore representation in services can still be processed.

In brief, the explanation regarding the flow of complaints in this service is to fill in the form on the website to make complaints, go directly to the regent, regional secretary, and the Ministry of Communication and Information. After that delegate authority to the weighing team for mutual coordination and disposition by the Ministry of Communication and Information to the Service related to the complaint problem, then the relevant office will go to the field to solve the existing problem, then verify and publish it so that the public can know the results of the complaint.



Picture 1. Wadule Pacitan Service Management Flow  
 Source: Ministry of Communication and Information 2021

Based on the data above, it shows that the Wadule Pacitan Standard Operating Procedure has met the terms and conditions with the Regent Regulation Number 15 of 2018 concerning Guidelines for Managing Aspirations and Complaints Electronically in Chapter VI of WADUL-E Governance. In this complaint service, it is not only responding and directing it but if there is a complaint that comes to this service then it is immediately followed up. Therefore, efficiency and punctuality, as well as targets, are very much considered in the Pacitan Wadule service.

The output produced by Wadule's service is an increase in public participation in complaints, which in the recap data from 2018 there were 198 complaints and an increase in 2019 there were 200 complaints.

#### d. Data analysis

In data analysis, the researcher found data that emerged from the results of interviews with Wadule service managers. The interview was held on January 14, 2020, at the Communication and Information Office of Pacitan Regency. Data analysis raises some data that will be used as a benchmark for the application of the New Public Service concept to WADUL-E services in Pacitan Regency.

Some indicators of the substance of the New Public Service concept are Serving Citizens, not customers, Prioritizing Public Interests, Citizenship is more valuable than Entrepreneurship, Thinking Strategically, Acting Democratic, knowing that Accountability is Not a Simple Thing, Serving Instead of Directing, Respect for Humans, Not Just Productivity. Some of these concepts are in accordance with the implementation of WADUL-E services in Pacitan Regency.

The first is that this WADUL-E service uses the principle of serving all members of the community who are in the Pacitan Regency or residents who live outside Pacitan Regency but

can be served well. This service also gives priority to complaints from the public that appear in complaints in the Wadule system with a very fast response and follow-up according to community needs.

Suitability in service procedures will be very much taken into account because in the service of accountability is a mandatory thing that must be implemented, therefore in this study Wadule services already have SOPs and clear service standards and have legal products such as regent regulation number 15 of 2018 which contains guidelines management of Pacitan WADUL-E services. Then the requirements regarding accountability as a priority have been met.

Thinking strategically and acting democratically is one of the concepts that prioritizes an endeavor with togetherness in working together. Then in this WADUL-E service, the collaboration process is to provide a bridge for the Pacitan community to channel suggestions or complaints to the local government, with this distribution the community participates in the determination of a local government policy.

In this Pacitan WADUL-E service, there is an openness that creates trust in the public so that in the publication of all complaints and aspirations in this service, it will be displayed directly on the WADUL-E Pacitan website. This service has done its job well and the response to the community is very fast, and the follow-up to complaints is very targeted so that there is an increase in this service and the main thing is that this service does not prioritize productivity that is beneficial to the related institutions but this service only requires a satisfaction from society.

Moreover, when viewed from the results of data analysis about the application of the concept of New Public Service at Wadule Service Pacitan Regency is 80% indicators that are appropriate and fulfilled while 20% is an indicator of serving not directing (Serve Rather than Steer) because in this study the researchers did not find the covering aspects of these indicators.

#### **4. Conclusion**

Public service is one of the activities to complement the needs of society to satisfy citizens and help the implementation of the state so that services to the public now must be innovative so that they can run effectively and efficiently.

One of the public innovation efforts created by the Pacitan district government is to provide a Complaint Service in the form of the Pacitan Regency WADUL-E (Aspiration and Electronic Complaint) Service which was formed and inaugurated in March 14, 2018. With this service, it is hoped that the aspirations and complaints of the Pacitan community are channeled to the regional government. This research has a focus on how the public service processes that exist in this Pacitan WADUL-E service, by taking the theory or concept from the new public service, so that this research will adjust the Pacitan WADUL-E service with the concept of new public service.

The research results suggesting that of the 7 indicators in the concept of new public service, there are 6 which are in accordance with the service process in the Pacitan WADUL-E service. With the above description, the researcher illustrates that the concept of new public service is relevant, but there is still a need for improvement in the perspective that refers to the productivity of service because every service to the public has not yet been deadlocked, it can be measured by the productivity of numbers or the amount obtained in the service.



For further researchers who will research WADUL-E Pacitan Service to pay attention to one of the problems that arise in this service, namely curbing people who still use unclear identities or addresses in making complaints or channeling aspirations.

## References

- Alfrida Maharani Ritza, A. S. R. (2019). Karakteristik Inovasi E-Service Pada Dinas Kependudukan Dan Pencatatan Sipil Kota Semarang (Studi Kasus Pelayanan Akta Kelahiran Dan Akta Kematian) Oleh: *Journal Of Chemical Information And Modeling*, 01(01), 1689–1699.
- Anggito Albi, S. J. (2018). *Metodologi Penelitian Kualitatif* (E. D. Lestari, Ed.). Sukabumi, Jawa Barat: CV Jejak.
- Aprianty, D. R. (2016). Penerapan Kebijakan E-Government Dalam Peningkatan Mutu Pelayanan Publik Di Kantor Kecamatan Sambutan Kota Samarinda. *Jurnal Ilmu Pemerintahan*, 4(4), 1589–1602.
- Arrozaaq, D. L. C. (2016). *Collaborative Governance (Studi Tentang Kolaborasi Antar Stakeholders Dalam Pengembangan Kawasan Minapolitan Di Kabupaten Sidoarjo)*. Universitas Airlangga.
- Atthahara, H. (2018). Inovasi Pelayanan Publik Berbasis E-Government: Studi Kasus Aplikasi Ogan Lopian Dinas Komunikasi Dan Informatika Di Kabupaten Purwakarta. *Jurnal Politikom Indonesiana*, 3(1), 66.
- Buchari, R. A. (2016). *Implementasi E-Service Pada Organisasi Publik Di Bidang Pelayanan Publik Di Kelurahan Cibangkong Kecamatan Batununggal Kota Bandung*. 18(3), 235–239.
- Hardiansyah. (2018). Kualitas Pelayanan Publik Konsep Dimensi Indikator Dan Implementasinya. In *Gava Media*.
- Monoarfa, H. (2012). Efektivitas Dan Efisiensi Penyelenggaraan Pelayanan Publik: Suatu Tinjauan Kinerja Lembaga Pemerintahan. *Jurnal Pelangi Ilmu*, 5(01).
- Mursalim, S. W. (2018). Analisis Manajemen Pengaduan Sistem Layanan Aspirasi Pengaduan Online Rakyat (Lapor) Di Kota Bandung. *Jurnal Ilmu Administrasi*, XV(2), 163–178.
- Neng Kamarmi, S. M. (2011). Analisis Pelayanan Publik Terhadap Masyarakat (Kasus Pelayanan Kesehatan Di Kabupaten Agam). *Jurnal Manajemen Dan Kewirausahaan*, 2, 84–110.
- Nurdin, N. H. (2019). Optimalisasi Pelayanan Publik Dalam Perspektif New Publick Service Pada Badan Pendapatan Daerah Kota Makassar. *Jurnal Ilmiah Pranata Edu*, 1(1), 1–13.
- Nurlaela Elly, A. L. (2018). *Paradigma New Public Service*. 1–25.
- Peksiwari, R. L. (2019). *Mahasiswa Fakultas Ilmu Soisal Dan Ilmu Politik Universitas Gadjah Mada Dosen Fakultas Ilmu Sosial Dan Ilmu Politik Universitas Gadjah Mada*. 2–3.

- Siti Maryam, N. (2017). Mewujudkan Good Governance Melalui Pelayanan Publik. *JIPSI- Jurnal Ilmu Politik Dan Komunikasi UNIKOM*, 6.
- Sudarmanto, E., Mawati, A. T., Nugraha, N. A., Purba, P. B., Komariyah, I., Purba, S., ... Silalahi, M. (2020). *Manajemen Sektor Publik*. Yayasan Kita Menulis.
- Zulhakim, A. A. (2015). E-Government: Prototipe Inovasi Pelayanan Publik. *Mimbar: Jurnal Penelitian Sosial Dan Politik*, 4(4), 54–67.