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Socialization of Improving the Quality of Public Services Through Digital-Based Integrated Village Governance in Villages

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Abstract

The three villages that were the objects of observation and the author carried out community service within a period of two weeks to one month had the same problem, namely regarding the quality of public services that were still minimal. The author took the initiative to conduct socialization to village officials to improve the quality of public services. During the service for a period of two weeks to one month, the author has a realistic target, namely that village officials can master the internet. In the first week and part of the second week, the author conducted socialization on how to use technology properly, the author taught basic things until the village officials could operate the technology they had. In the final stage, the author recruited stakeholders to create websites for the three villages above so that they could serve the rural community digitally. The author would like to express his deepest gratitude to a number of parties involved in the making of the article and the author's dedication to the villages of Baraya and Babatan that have been mentioned since the introduction. The author would like to express his deepest gratitude to the Village Head, Mr. Somad and Mr. Sugeng for the direction given and other village officials who cannot be mentioned one by one

Keywords : *Public Service, Digital, Village, Quality*

INTRODUCTION

Service is one of the spearheads of customer satisfaction efforts and is a must that must be optimized by both individuals and organizations, because the form of service provided reflects the quality of the individual or organization providing the service. According (Hardiyabsyah 21AD) defines that "service can be interpreted as an activity provided to help, prepare, and take care of either goods or services from one party to another". Service is essentially a series of activities, therefore the service process takes place routinely and continuously, covering the entire life of the organization in society. The intended process is carried out in connection with mutually fulfilling the needs of the recipient and the service provider.

The definition of service according to Kotler in (Siagian 2010) is "every profitable activity in a collection or unity, and offers satisfaction even though the results are not tied to a physical product." Another opinion regarding service according to Gronross quoted by Ratminto and (Sondang P Siagian 2000) Service is an activity or series of activities that are invisible (cannot be touched) that occur as a result of interaction between consumers and employees or

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other things provided by the service provider company intended for service providers intended to solve consumer/customer problems. From this definition it can be concluded that service is an activity that can be felt through the relationship between the recipient and the service provider who uses equipment in the form of an organization or company institution.

The public is a number of people who have the same views and the same hopes, meaning that everyone has the same views on something that is general. While the term public comes from the English word public which means general, society, country. According to (SUSANTI 2014) "the word public has actually been accepted as standard Indonesian as public which means general, many people, crowded". According to Inu Kencana Syafie, et al (1999: 18) the meaning of the word public itself is "a number of people who have a common way of thinking, feeling, hope, attitude, and action that is right and good based on the values of the norms they have". Based on the opinions of the experts above regarding the public, it can be concluded that the public is a number of people who have the same interests and hopes, namely interests related to many people.

Public services are inseparable from the issue of public interest, which is the origin of the term public service. Before explaining further about public services, the researcher will first describe the definition of public services. The definition of public services has been defined by many experts. One of them was put forward by (Sabrina Elliya Adelina 2020) who defines public services as: A series of activities carried out by the public bureaucracy to meet the needs of citizen users. The users referred to here are citizens who need public services, such as making Identity Cards (KTP), birth certificates, marriage certificates, death certificates, land certificates, business permits, Building Construction Permits (IMB), disturbance permits (HO), permits to take groundwater, subscribe to drinking water, electricity and so on.

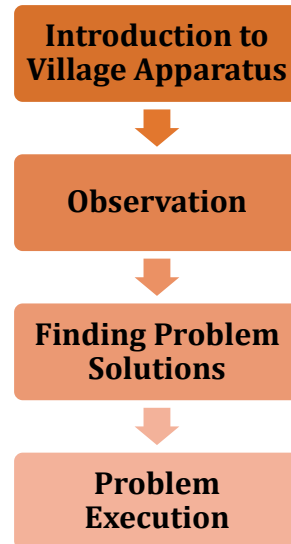
Based on Law No. 25 of 2009 concerning Public Services, namely: Public services are all forms of activities in the framework of regulation, coaching, guidance, provision of facilities, services and others carried out by government officials as an effort to fulfill the needs of the community in accordance with applicable laws and regulations. (MUHAMMAD FITRAH IKHWAN 2023) states: "Public service is an effort carried out by a group or individual or bureaucracy to provide assistance to the community in order to achieve a certain goal." According to (Happy Yahya 2012) public service is interpreted as "providing services (serving) the needs of people or communities who have interests in certain organizations in accordance with the basic rules and procedures that have been determined."

Another opinion from (H.A.S Moenir 2002) Public service or general service can be defined as all forms of service, either in the form of public goods or public services which in principle are the responsibility and implemented by Government Agencies at the Center, in the Regions, and in the environment of State-Owned Enterprises or Regional-Owned Enterprises, in order to fulfill the needs of the community or in order to implement the provisions of laws and regulations. Service is the main activity of people engaged in the service sector, both commercial and non-commercial. However, in its implementation there is a difference between services carried out by commercial people who are usually managed by the private sector and services carried out by non-commercial organizations which are usually the government. Commercial service activities carry out activities based on seeking profit, while non-commercial service activities are more focused on providing services to the community (public or general services).

The devotee believes that good public service is very useful for the local community. Public service is one of the primary needs that is continuously needed by the community so that its quality must be improved over time. In this article, the discussion of public services focuses on rural areas spread throughout Indonesia, namely Hume village, North Sumatra, Baraya village, Makassar, and Babatan village in Ngawi, East Java. This article is the result of the author's devotion to each of these villages for two weeks to one month.

METHODS

Table 1
Problem Discovery and Problem Solution



The three villages that were the objects of observation and the author carried out community service within a period of two weeks to one month had the same problem, namely regarding the quality of public services that were still minimal. The author took the initiative to conduct socialization to village officials to improve the quality of public services.

DISCUSSION

Public Services

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In the villages mentioned above, there is the same problem regarding public services that seem slow. The author took the initiative to improve the quality of public services in the three villages with several targets below.

Figure 1
Target



During the service for a period of two weeks to one month, the author has a realistic target, namely that village officials can master the internet. In the first week and part of the second week, the author conducted socialization on how to use technology properly, the author taught basic things until the village officials could operate the technology they had. In the final stage, the author recruited stakeholders to create websites for the three villages above so that they could serve the rural community digitally.

CONCLUSION

During the service for a period of two weeks to one month, the author has a realistic target, namely that village officials can master the internet. In the first week and part of the second week, the author conducted socialization on how to use technology properly, the author taught basic things until the village officials could operate the technology they had. In the final stage, the author recruited stakeholders to create websites for the three villages above so that they could serve the rural community digitally.

EXPRESSING OF THANKING

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