DOES NEWS IN MASS MEDIA INCREASE PUBLIC SERVICE RESPONSIVITY?

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ABSTRACT

Introduction: Mass media has an essential role in various aspects of life, including in the context of governance. Mass media is an information and communication medium that plays a central role as a relevant information provider and facilitates dialogue between government and society. Meanwhile, the role of mass media in the discourse on improving the quality of public services as an outward-looking aspect still needs to be improved. This research aims to examine the impact of news in mass media on public service responsivity.

Literature Review: As Neuner (2019) mentioned, mass media offers a wealth of literature addressing the media’s effects on issues relevant to policies. In this research, it is known that the role of mass media is to facilitate public responses by communicating information about policy changes.

Methods: This study carried out a Mixed Methods approach by combining quantitative research with inferential statistical types with qualitative and descriptive types of research.

Result and Discussion: The averages for each indicator composing the Public Service Responsiveness variable (Z) are as follows: Service Response indicator (Z1) is 3.92; Service Speed indicator (Z2) is 3.93; Service Accuracy indicator (Z3) is 3.97; and Service Precision indicator (Z4) is 3.91. Thus, the average response for the Public Service Responsiveness variable (Z) is 3.93, which falls into the “sufficient.”

Conclusion: The study results show that mass media has a positive and significant effect on the responsiveness of public services.

Keyword: Mass Media, Responsivity, Public Service, Communication.

AS NOTÍCIAS NA MÍDIA DE MASSA AUMENTAM A RESPONSIVIDADE DO SERVIÇO PÚBLICO?

RESUMO

Introdução: Os meios de comunicação social têm um papel essencial em vários aspectos da vida, incluindo no contexto da governação. Os meios de comunicação social são um meio de informação e comunicação que desempenha um papel central como fornecedor de informação relevante e facilita o diálogo entre o governo e a sociedade. Entretanto, o papel dos meios de comunicação social no discurso sobre a melhoria da qualidade dos serviços públicos como um aspecto voltado para o exterior ainda precisa de ser melhorado. Esta pesquisa tem como objetivo examinar o impacto das notícias nos meios de comunicação de massa na responsividade do serviço público.

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Revisão da Literatura: Como Neuner (2019) mencionou, os meios de comunicação de massa oferecem uma riqueza de literatura que aborda os efeitos dos meios de comunicação em questões relevantes para as políticas. Nesta investigação, sabe-se que o papel dos meios de comunicação de massa é facilitar as respostas públicas, comunicando informações sobre mudanças políticas.

Métodos: Este estudo realizou uma abordagem de Métodos Mistos combinando pesquisas quantitativas com tipos estatísticos inferenciais com pesquisas qualitativas e descritivas.

Resultado e Discussão: As médias de cada indicador que compõe a variável Responsividade do Serviço Público (Z) são as seguintes: O indicador Resposta do Serviço (Z1) é 3,92; O indicador de Velocidade de Serviço (Z2) é 3,93; O indicador de Precisão do Serviço (Z3) é 3,97; e o indicador de Precisão do Serviço (Z4) é 3,91. Assim, a resposta média para a variável Responsividade do Serviço Público (Z) é 3,93, que se enquadra na categoria “suficiente”.

Conclusão: Os resultados do estudo mostram que os meios de comunicação social têm um efeito positivo e significativo na capacidade de resposta dos serviços públicos.

Palavra-chave: Meios de Comunicação de Massa, Responsividade, Serviço Público, Comunicação.

¿LAS NOTICIAS EN LOS MEDIOS DE COMUNICACIÓN AUMENTAN LA RESPONSABILIDAD DEL SERVICIO PÚBLICO?

RESUMEN

Introducción: Los medios de comunicación tienen un papel esencial en diversos aspectos de la vida, incluido el contexto de la gobernanza. Los medios de comunicación son un medio de información y comunicación que desempeña un papel central como proveedor de información relevante y facilita el diálogo entre el gobierno y la sociedad. Mientras tanto, todavía es necesario mejorar el papel de los medios de comunicación en el discurso sobre la mejora de la calidad de los servicios públicos como aspecto orientado al exterior. Esta investigación tiene como objetivo examinar el impacto de las noticias en los medios de comunicación sobre la capacidad de respuesta del servicio público.

Revisión de la literatura: Como mencionó Neuner (2019), los medios de comunicación ofrecen una gran cantidad de literatura que aborda los efectos de los medios en cuestiones relevantes para las políticas. En esta investigación, se sabe que el papel de los medios de comunicación es facilitar las respuestas públicas comunicando información sobre cambios de políticas.

Métodos: Este estudio llevó a cabo un enfoque de Métodos Mixtos combinando investigación cuantitativa con tipos de investigación estadísticos inferenciales con tipos de investigación cualitativos y descriptivos.

Resultado y Discusión: Los promedios de cada indicador que compone la variable Capacidad de Respuesta del Servicio Público (Z) son los siguientes: el indicador de Respuesta del Servicio (Z1) es 3,92; El indicador de velocidad de servicio (Z2) es 3,93; El indicador de precisión de servicio (Z3) es 3,97; y el indicador de precisión de servicio (Z4) es 3,91. Así, la respuesta promedio para la variable Capacidad de Respuesta del Servicio Público (Z) es 3,93, la cual cae dentro de la categoría “suficiente”.

Conclusión: Los resultados del estudio muestran que los medios de comunicación tienen un efecto positivo y significativo en la capacidad de respuesta de los servicios públicos.

Palabra clave: Medios de Comunicación, Responsividad, Servicio Público, Comunicación.
1 INTRODUCTION

The role of mass media in the era of global democratization, especially in today's Indonesia, is a must. The democratization process needs mass media to both keep things in check and offer alternatives and vice versa. McQuail (2005) breaks down the importance of the role of mass media into six perspectives. First, we see mass media as a "window on events and experience." It is like a window to see what is happening outside and a tool for learning and gathering information about various events. Second, media is often seen as a "mirror of events in society and the world," suggesting it faithfully reflects various social happenings worldwide. We were third, looking at mass media as a "filter" or "gatekeeper" that selects what gets attention and what does not. Fourth, mass media is often a "guide," a signpost, or an interpreter that translates and points in the direction amid uncertainties or diverse alternatives. Fifth, viewing mass media as a "forum" for presenting various information and ideas to the public enables responses and feedback. Sixth, mass media as an "interlocutor," not just a place where information passes through, but also a communication partner allowing for interactive communication.

Furthermore, placing mass media in a quasi-liberal state or societal order poses a challenge for a country undergoing transformation and democratic transition, such as Indonesia. This can be examined in the context of criticizing, controlling, and directing public policies, where the most significant influence of mass media lies in the realm of "agenda setting." This situation indicates that the media can push and mobilize the masses or interest groups to set the agenda. This ability is carried out by continuously publishing specific issues to concentrate the attention of readers, listeners, or viewers on the highlighted issue. Providing information about governance through mass media and the assurance of ease in obtaining accurate and adequate information can demonstrate the success of a government in implementing its sound governance principles (Dwiyanto, 2014). Based on the government's services, the public can use mass media to criticize and file complaints with the government. This is evidenced by reports from the public through the Indonesian Ombudsman team, totaling 7,903 in 2019. The Proportion of the most complained-about agencies is the Regional Government (Pemda), with 2,274 complaints recorded (www.ombudsman.go.id). Reports and complaints made by the public to the Ombudsman team are predominantly related to providing district/city government services. In 2020, the team received reports or complaints from the public about alleged maladministration in public services, totaling 408 reports, of which 37% were complaints.
related to the district/city governments in East Java. Focusing on this topic, it discusses more about the service function of a government (public service).

Public service enhances the government's and local government's capacity and capability to perform service functions. Service quality is a component of customer satisfaction based on perceptions of the technical results, the process that yields results, and the quality of the environment around the services provided (Wilson, 2018). In this case, the quality of government services is obtained from the components of public satisfaction. Good quality government services can be realized by implementing the concept of good government within it. In previous studies, the influence of mass media mostly revealed the connection between mass media and public policy—however, the quality of public service results from the implementation of public policies that have been applied.

2 LITERATURE REVIEW

Literature Review Previous studies serve as references for this research, providing empirical comparisons for the researchers before conducting their study. As Neuner (2019) mentioned, mass media offers a wealth of literature addressing the media's effects on issues relevant to policies. In this research, it is known that the role of mass media is to facilitate public responses by communicating information about policy changes. As Bakaki et al. (2019) explain, the output in the form of policies is influenced by public opinion as a control for continuous endogeneity, and public concern for the environment shapes assumptions covered by the media. This study also highlights that, from a policy perspective, there are two crucial aspects: the government's responsiveness, which responds to public desires conveyed through the media, and

Wilantika (2021) depict mass media as a tool for overseeing government performance. This is supported by Samuel (2021) and Nugroho (2020), who states that public satisfaction with the government is influenced by three variables: information accessibility, information availability, and responsiveness. Nugroho then illustrates these influences through an SEM-PLS model, as shown in Picture 1 below:
Media involvement can influence public perceptions, opinions, and attitudes toward service quality. The method for measuring service quality is abbreviated as SERVQUAL (Zeithaml et al., 1990), which is an empirically derived method that service organizations can use to enhance service quality. This method involves developing an understanding of the perceived service needs of customers. It is measured from the perspective of service quality for the organization in question and compared to an organization that performs exceptionally well. The resulting gap analysis can then be used to improve service quality.
Figure 2
SERVQUAL Analysis Model

Based on the description above, the service quality measure has ten dimensions. These are Tangible (visible/tangible), consisting of physical facilities, equipment, personnel, and communication; Reliable, consisting of the service unit's ability to deliver promised services accurately; Responsiveness, which is the willingness to assist customers and take responsibility for the quality of service provided; Competence, demanding good knowledge and skills by personnel in providing services; Courtesy, friendly attitude or behavior, responsiveness to customer desires, and a willingness to establish personal contact or relationships; Credibility, honest attitude in every effort to gain public trust; Security, a feeling of safety, with services free from various dangers and risks; Access, ease of contact and approach; Communication, the willingness of service providers to listen to the voice, desires, or aspirations of customers, as well as a readiness always to provide new information to the public; and Understanding the customer.

3 METHOD

This study will integrate quantitative research with inferential statistical methods and qualitative research with a descriptive approach. The research design employed is a dominant-less dominant type, primarily emphasizing the quantitative approach. The research activities include using a quantitative approach as the primary method to examine the influence between
variables, complemented by qualitative data to deepen the research findings. According to Creswell (2014), this approach is called Explanatory Sequential Mixed Methods.

So, the Explanatory Sequential Mixed Methods Design is a research approach that combines qualitative and quantitative methods sequentially. This approach aims to gain a deep understanding of the phenomenon under investigation. The method begins with collecting quantitative data to identify patterns and relationships among variables in a population. Subsequently, qualitative data is collected to explain and enhance the understanding of the quantitative findings. Qualitative data can be interviews, participatory observations, or document analysis.

The qualitative approach in the Mixed Methods research design involves conducting Focus Group Discussions (FGD). During these activities, interviews are also conducted with FGD participants, consisting of government officials directly related to public service units. Furthermore, content analysis is performed using information from the Radar Malang newspaper. Research using content analysis involves the researcher accurately counting and measuring aspects or dimensions of the text (Sugiyono, 2018). Meanwhile, quantitatively, the researcher uses a Likert scale for each question item in the questionnaire given to respondents. The Likert scale for each question item has a five-point scale to measure the level of understanding of an individual. The five points are: strongly agree, agree, undecided, disagree, and strongly disagree.

The research population comprises all the respondents who will be investigated. The research population for this study includes all readers of Radar Malang in the Malang Raya region (Malang et al.), with a total population of 7,526 readers. This figure is based on the newspaper circulation of Radar Malang in Malang Raya in 2021, assuming that one reader reads one newspaper. Research samples are needed to generalize the conditions of the community in Malang Raya. The definition of a research sample is a portion of the research population representative of the entire research population. The determination of the sample in this study uses the Slovin formula since the number of readers is known precisely, with the calculation formula as follows:

\[
n = \frac{N \times Z^2 \times p(1-p)}{(N-1)d^2 + [Z^2 p(1-p)]}
\]

Explanation:

\[n = \text{Sample size}\]
N = Total population
P = Proportion (set at 0.5)
Z² = 95% Confidence level, so Z is 1.96
d = Desired precision in this study is 5% (0.05)

Through the given formula, the calculation is as follows:

\[
n = \frac{7526 \times (1.96)^2 \times 0.5(1-0.5)}{(7526-1)0.05^2 + [1.96^2 \times 0.5(1-0,0,5)]} \quad (2)
\]

\[
n = 363
\]

Based on the calculation using the formula above, the sample size for this research is 363 respondents. Referring to the research locations spread across three areas, namely Malang City, Malang Regency, and Batu City, the minimum sample size requires an appropriate sampling technique. Based on the research characteristics, the appropriate sampling technique is cluster random sampling due to the extensive research locations and differences in population sizes in each area. This method is based on the varying population sizes of the community and readers of Jawa Pos Radar Malang newspaper in Malang Raya, and a proper division is needed to provide a general representation of each region. The formula used in determining cluster random sampling is as follows:

\[
f_i = \frac{N_i}{N} \times n \quad (3)
\]

Explanation:

Fi: Number of samples per cluster
Ni: Number of individuals in the cluster (population per cluster)
N: Total population
n: Total sample

Referring to the formula, the proportional number in each area can be determined to be set as the research sample as follows:
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Table 1
Division of Regions and Research Samples

<table>
<thead>
<tr>
<th>No</th>
<th>Region (Cluster)</th>
<th>Number of Readers (Population)</th>
<th>Research Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Malang Regency</td>
<td>2.107</td>
<td>102</td>
</tr>
<tr>
<td>2</td>
<td>Malang City</td>
<td>5.043</td>
<td>243</td>
</tr>
<tr>
<td>3</td>
<td>Batu City</td>
<td>376</td>
<td>18</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td>7.526</td>
<td>363</td>
</tr>
</tbody>
</table>

Source: Researcher's Compilation (2022)

4 RESULT AND DISCUSSION

Information about public services is among the priorities in Jawa Pos Radar Malang. Out of eight pages in Jawa Pos Radar Malang, at least four places or sections are dedicated to public service news, first, on the front or main page. This is the showcase page, displaying the day's best news. Second, the Around Malang City page. Third, the Radar Kanjuruhan page. And fourth, the Radar Batu page.

The Public Service Responsiveness variable aims to describe the responsiveness of public service agencies to the community in the Malang Raya region. This variable is explained with four indicators consisting of Service Response (Z1), Service Speed (Z2), Service Accuracy (Z3), and Service Precision (Z4). The results of the distributed questionnaires, which include five categories, are each given a weight using a Likert scale ranging from Strongly Disagree (SD)=1, Disagree (D)=2, Undecided (U)=3, Agree (A)=4, and Strongly Agree (SA)=5. The descriptive and average responses of each respondent to each variable can be determined through the scoring intervals, where intervals 3-4 are considered good, and 4-5 are considered very good.

The first indicator is Service Response (Z1), measured based on the government responding to the expectations conveyed through Radar Malang (Z1a), the government responding to the demands conveyed through Radar Malang (Z1b), the government responding to the aspirations conveyed through Radar Malang (Z1c), the government recognizing the needs of the community in line with the expectations, demands, or aspirations conveyed through Radar Malang (Z1d), and the Government responding to the expectations, demands, or aspirations of the community through good communication (Z1e). For the indicator "Government responding to the expectations conveyed through Radar Malang" (Z1a), most
respondents chose the agree option, with 280 responses and an average response for this indicator 3.88. Most respondents chose the agree option for the indicator "Government responding to the demands conveyed through Radar Malang" (Z1b), with 295 responses and an average response for this indicator of 3.86. For the indicator "Government responding to the aspirations conveyed through Radar Malang" (Z1c), most respondents chose the agree option, with 282 responses and an average response for this indicator of 3.95. For the indicator "Government recognizing the needs of the community in line with the expectations, demands, or aspirations conveyed through Radar Malang" (Z1d), most respondents chose the agree option, with 281 responses and an average response for this indicator of 3.92. For the indicator "Government responding to the expectations, demands, or aspirations of the community through good communication" (Z1e), the majority of respondents chose the agree option, with 272 responses and an average response for this indicator of 3.97.

The second indicator is Service Speed (Z2), measured based on the government being prompt in responding to the expectations, demands, or aspirations of the community in Media Radar Malang (Z2a) and the government being sincere in fulfilling the expectations, demands, or aspirations of the community conveyed through Media Radar Malang (Z2b). For the indicator "Government being prompt in responding to the expectations, demands, or aspirations of the community in Media Radar Malang" (Z2a), most respondents chose the agree option, with 253 responses and an average response for this indicator 3.92. For the indicator "Government being sincere in fulfilling the expectations, demands, or aspirations of the community conveyed through Media Radar Malang" (Z2b), most respondents chose the agree option, with 260 responses and an average response for this indicator of 3.97.

The third indicator is Service Accuracy (Z3), measured based on the government providing accurate responses to the community's expectations, demands, or aspirations so no party is harmed (Z3a). The government can align public service programs with issues in line with the community's expectations, demands, or aspirations (Z3b). For the indicator "Government providing accurate responses to the expectations, demands, or aspirations of the community so that no party is harmed" (Z3a), most respondents chose the agree option, with 274 responses and an average response for this indicator 3.93. For the indicator "Government being able to align public service programs with issues in line with the expectations, demands, or aspirations of the community" (Z3b), most respondents chose the agree option, with 249 responses and an average response for this indicator of 4.

The fourth indicator is Service Precision (Z4), measured based on the government being earnest in responding to expectations, demands, or aspirations (Z4a) and the government being
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able to solve problems in line with expectations, demands, or aspirations conveyed through Media Radar Malang (Z4b). For the indicator "Government being earnest in responding to expectations, demands, or aspirations" (Z4a), most respondents chose the agree option, with 265 responses and an average response for this indicator 3.93. For the indicator "Government being able to solve problems in line with expectations, demands, or aspirations conveyed through Media Radar Malang" (Z4b), most respondents chose the agree option, with 264 responses and an average response for this indicator 3.89.

Based on the above averages, the averages for each indicator composing the Public Service Responsiveness variable (Z) are as follows: Service Response indicator (Z1) is 3.92; Service Speed indicator (Z2) is 3.93; Service Accuracy indicator (Z3) is 3.97; and Service Precision indicator (Z4) is 3.91. Thus, the average response for the Public Service Responsiveness variable (Z) is 3.93, which falls into the "sufficient."

In practice, some news reports, like the edition on Friday, March 26, 2021, highlighted the community's complaints in Malang about the difficulty of finding COVID-19 vaccine supplies. The public expressed concerns about the need for more health facilities at the neighborhood level providing COVID-19 vaccinations. The government promptly addressed this complaint. It can be observed in the edition on Saturday, April 10, 2021, in the Malang Watch section titled "Thank You, Dau Health Center." Similarly, in the edition of January 4, 2020, on the front page, there were reports of public complaints about the bridge in Oro-Oro Dowo lane 13 in Malang, with a cracked and narrow floor, deemed quite hazardous for motorists crossing the bridge. Officials from the Public Works Agency of Malang immediately responded to this news. They promptly visited the location of the bridge in question. The next day, on the edition of January 5, 2020, the Malang City Government, through the Public Relations department, responded to the news published on January 4, 2020.

The front page of the June 21, 2020, edition reported the road damage in the Mayjend Sungkono Street area, Malang City. The Public Works Agency of Malang City promptly responded to this news. The damaged road in that area was immediately repaired, and several points with potholes were promptly patched. The quick response from the Public Works Agency of Malang City was featured on the front page of the June 26, 2020 edition. On June 18, 2020, road damage in the Alun-Alun area of Batu City was reported in the Radar Batu section. On June 26, 2020, in the Radar Batu section, the response from the Public Works Agency of Batu City was reported, indicating repairs to the damaged roads in the Alun-Alun area of Batu City. Statements obtained from the FGD results also indicate that:
"When reporting road damage, there is an immediate response. Once we reported about damaged roads in Malang Regency, it was promptly addressed by the relevant authorities. When they were about to fix it, there were obstacles because it was found that there was a water pipe under the damaged road. Several times, when reporting about damaged school buildings, it was immediately responded to by the Regent of Malang within a matter of days. News about the polemics of school uniform purchases was also quickly addressed. As a result, the Mayor of Malang, Sutiaji, intended to provide school uniforms for free. News about Covid volunteers having their honorariums cut, the hospital director came to respond immediately," expressed Participant N.

"The statement above is in line with what Participants W and I expressed."

"Responding immediately and following up is mandatory if complaints are published in Radar Malang," Participant W expressed. "We respond immediately when there is health-related news in Radar Malang," added Participant I.

5 CONCLUSION

Based on the research results above, the level of government responsiveness to services regarding issues conveyed through mass media, in this case, Radar Malang, has a significant influence. Meanwhile, through FGD, it can be conveyed that the government shows a higher level of responsiveness when faced with news, especially if it becomes viral or has a striking headline. This indicates that media coverage can trigger a more active response from the government.

REFERENCES


