



# The Influence of Communication from the Ombudsman of the Republic of Indonesia Representative of Gorontalo Province on the Mayor's Political Will and Fulfillment of Public Service Standards in Gorontalo City

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## ABSTRACT

This research aims to analyze and explain the influence of the communication of the Indonesian Ombudsman Representative of Gorontalo Province on the Political Will of the Mayor of Gorontalo and the fulfillment of public service standards in the City of Gorontalo, as well as to analyze and explain the influence of Political Will on the fulfillment of public service standards.

This type of research is quantitative research, data collection techniques are carried out using questionnaires or questionnaires distributed using a goggle form. The data was then analyzed using the Generalized Structured Component Analysis (GSCA) data analysis technique.

The results of this research show that Ombudsman communication has a significant influence on the Mayor's Political Will with a value of 0.906806 (significant). This research also shows that Ombudsman communication has a significant influence on the fulfillment of public service standards in Gorontalo City with a value of 0.762909 (significant). Furthermore, this research also shows that the Mayor's Political Will has a significant influence on the fulfillment of public service standards in Gorontalo City with a value of 0.665309 (significant), so this shows that the Ha hypothesis is proven and acceptable.

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## INTRODUCTION

The Ombudsman of the Republic of Indonesia, hereinafter referred to as the Ombudsman, is a state institution which has the authority to supervise the implementation of public services both carried out by state and government administrators, including those held by State-Owned Enterprises, Regional-Owned Enterprises and State-Owned Legal Entities as well as private entities and individuals who are authorized to do so. the task of carrying out certain public services, some or all of whose funds come from the State Revenue and Expenditure Budget and/or Regional Revenue and Expenditure Budget (Article 1 Paragraph 1 of Law 37 of 2008).

Based on the policy regarding the Ombudsman, namely Law Number 37 of 2008 concerning the Ombudsman of the Republic of Indonesia, the Ombudsman is mandated as an external supervisory institution for public services (Dwitjowiyoto and Patarai, 2008). The duties and functions mandated to the Ombudsman are in the form of examining public complaints related to the implementation of public services and assessing

compliance with public service standards which is currently referred to as assessing the implementation of public services.

In 2022, the results showed that the number of agencies entering the green zone was 52.96%. The number of agencies providing public services that were assessed included 586 agencies, but those in the green zone were 272 agencies (46.42%), the yellow zone were 250 agencies (42.66%), and the red zone were 64 agencies (10.92%).

A detailed assessment at the ministerial level, the results of the assessment of 25 ministries with the achievement of 21 ministries (84%) in the green zone, 4 ministries (16%) in the yellow zone, and no ministries in the red zone.

Assessment at the institutional level, the results of the assessment of 14 institutions resulted in 9 institutions (64.29%) entering the green zone, 5 institutions (35.71%) entering the yellow zone, and no institutions entering the red zone.

At the provincial government level, of the 34 provincial governments assessed, 19 provincial governments (55.88%) were in the green zone, 13 provincial governments (38.24%) were in the yellow zone, and 2 provincial governments (5.88%) were in the yellow zone. red. Then at the city level, of the 98 city governments assessed, 53 city governments (54.08%) were in the green zone, 42 city governments (42.86%) were in the yellow zone, and 3 city governments (3.06%) were in the yellow zone. red. Finally, at the district level, of the 415 district governments assessed, 170 district governments (40.96%) were in the green zone, 186 district governments (44.82%) were in the yellow zone, and 59 district governments (14.22%) were in the red zone.

In Gorontalo Province, based on the published release, the results of the assessment of the implementation of public services have been released by the Ombudsman of the Republic of Indonesia, Representative of Gorontalo Province. The result is that all regional governments assessed are in the yellow zone or Medium Compliance. The detailed values are Gorontalo Province (72.65), Gorontalo City (67.50), Gorontalo Regency (69.20), Boalemo Regency (76.31), Pohuwato Regency (73.96), Bone Bolango Regency (62.93), and North Gorontalo Regency (70.51).

Especially for the City of Gorontalo, since the first compliance assessment/assessment of public service delivery was carried out by the Ombudsman, the scores obtained only revolved around the Red Zone and Yellow Zone, Gorontalo City has only once been included in the Green Zone in the compliance assessment/assessment of public service delivery, this shows that it has not the seriousness of the regional government and also the lack of maximum communication by the Ombudsman to the regional government in providing influence (Magistrature of Influence) regarding the importance of fulfilling public service standards.

The value above is of course a warning for the Mayor of Gorontalo so that in the following years' assessments he can make significant changes in fulfilling public service standards in his area and also becomes evaluation material for the Indonesian Ombudsman Representative of Gorontalo Province so that he can build communication with the Mayor of Gorontalo in order to create Political Will of regional heads who care about meeting public service standards and improving the quality of public services in their regions.

Apart from that, there are still many reports or complaints from the public regarding the quality of public services in Gorontalo, which also illustrates that the impact has not been maximized, both in the form of preventing maladministration and in resolving public reports that the Ombudsman has given to the Mayor of Gorontalo in particular and the Regional Government of Gorontalo City in general, so it is very necessary to build political communication between the two.

The Ombudsman as a magistrate of influence or as an influencing institution really needs to use political communication to influence the Political Will of regional heads regarding fulfilling public service standards and improving the quality of public services. A political approach to communication will of course greatly influence the political policies that regional heads will use during their leadership period, especially regarding public services.

The feedback process as described by James G Robins has actually been carried out repeatedly by the Indonesian Ombudsman Representative of Gorontalo Province through an activity called Assistance in the Assessment of Implementation of Public Services which is carried out every year to convey any deficiencies found in the previous year's assessment so as to provide understanding and space for Gorontalo City Government to be able to make improvements before carrying out the next year's assessment.

Unfortunately, the process of Assistance in the Assessment of Public Service Delivery has so far only involved the Heads of Regional Apparatus Organizations (OPD), Heads of Service Divisions and technical officers at each public service delivery agency without involving regional heads as holders of control functions in the delivery of public services .

The upward communication space intended by James G. Robins above can be carried out by the Indonesian Ombudsman Representative of Gorontalo Province through political communication channels to regional heads, especially the Mayor of Gorontalo as the superior of public service providers in the Gorontalo City Government, so that there is a political communication space At this time, the Ombudsman can convey

any deficiencies in public services in the Gorontalo City Government which must be immediately addressed through the Political Will of the Mayor of Gorontalo.

Upward communication can also be carried out by public service providers involved in Public Service Delivery Assistance activities organized by the Indonesian Ombudsman, Representative of Gorontalo Province, to their superiors, in this case the regional head, to convey any deficiencies in the assessment by the Ombudsman that need to be immediately corrected by the Ombudsman. regional government, here we will also be able to see how effective the organizational communication patterns are in a regional government.

Political communication between the Gorontalo Province Representative Ombudsman and the Mayor of Gorontalo is very important considering the role of the ombudsman, apart from being a supervisory institution, is also a government partner in realizing quality public services. Political Communication is very important in determining and influencing the political will of the Mayor of Gorontalo through political messages conveyed by the Ombudsman relating to public services.

Based on data from the completion of the report to the Indonesian Ombudsman, Representative of Gorontalo Province, the Ombudsman handled the problem of distributing E-KTPs by the Gorontalo City Population and Civil Registration Service in 2019, where due to the unavailability of E-KTP blanks, people who recorded E-KTPs were only given letters. replacement KTP information.

The problem that arises is that when the E-KTP blanks are available and ready to be distributed to people who have recorded them, the service does not have a waiting list for people holding replacement KTP certificates who will take their E-KTPs, so the people themselves have to actively check them. to the department whether their E-KTP is ready or not.

This of course creates uncertainty in the timing of services by the Gorontalo City Population and Civil Registration Service to people who access KTP services at this agency. In this research, researchers found that the coordination relationship between the Ombudsman of the Republic of Indonesia, South Sulawesi Province and the Government is still not effective, which has an impact on increasing the Makassar City Government's compliance with Public Service Standards.

## METHODOLOGY

This type of research is quantitative research, data collection techniques are carried out using questionnaires or questionnaires distributed using a goggle form. The data was then analyzed using the Generalized Structured Component Analysis (GSCA) data analysis technique.

## RESULTS

### Communication Intensity

**Table 1.** Responses from Respondents to Ombudsman Communication Variables related to Communication Intensity

No	Communication Intensity Indicator	SS	S	RR	TS	STS
1	believe that the Ombudsman has communicated intensively with the Mayor of Gorontalo in order to encourage the fulfillment of public service standards	48	50	10	3	0
Total		48	50	10	3	0
Percentage (%)		43,24	45,04	9	2,70	0

Source: Data processed in 2023

Table 1 shows that regarding the Ombudsman communication variable, especially the communication intensity indicator, 48 samples (43.24%) strongly agree and 50 samples (45.04%) agree that the fulfillment of public service standards is greatly influenced by the intensity of communication carried out by the Ombudsman towards Mayor of Gorontalo.

### Communication Effectiveness

**Table 2.** Responses from Respondents to Ombudsman Communication Variables related to Communication Effectiveness

No	Communication Effectiveness	SS	S	RR	TS	STS
1	believe that the communication made by the Ombudsman to the Mayor of Gorontalo was very effective in encouraging the fulfillment of public	43	49	18	1	0

service standards					
Total	43	49	18	1	0
Percentage (%)	38,73	44,14	16,21	0,9	0

Source: Data processed in 2023

Table 2 shows that related to the Ombudsman communication variable, especially the communication effectiveness indicator, 43 samples (38.73%) and 49 samples (44.14%) strongly agree that the fulfillment of public service standards is greatly influenced by the effectiveness of communication carried out by the Ombudsman to the Mayor of Gorontalo .

## DISCUSSION

Based on respondent data on the Ombudsman communication variable, the majority of respondents' answers were in the strongly agree and agree position, this indicates that Ombudsman communication is effective in influencing the Mayor's Political Will so that they can fulfill public service standards in public service providing agencies in Gorontalo City.

Based on respondents' responses to the Mayor's political will variable, the majority of respondents' answers were in the position of strongly agree and agree, this illustrates that the Mayor's political will has an influence on the fulfillment of public service standards in Gorontalo City.

Furthermore, based on respondents' responses to the variable of meeting public service standards, the majority of respondents were in the position of strongly agreeing and agreeing, this illustrates that the discovery of public service standards in Gorontalo City is in line with the expectations of the people of Gorontalo City.

The results of calculating the critical ratio and kurtosis values for the three variables are between -1.96 to 1.96 with a confidence level of 95%. This illustrates that all indicators for the three variables form a normal curve so it can be said that all indicators have a normal distribution.

Based on the results of the measurement model, the indicators that best describe each variable can be explained as follows:

### Ombudsman Communication Variables

The Ombudsman communication variable consists of 4 (four) indicators, namely communication intensity, communication effectiveness, level of message understanding and attitude change. The message understanding level indicator is the indicator that best describes the Ombudsman communication variable. This is illustrated by the estimate value obtained by the message understanding level indicator which is the largest compared to the other indicators at 0.84.

According to Scoot M Cultip and Allen in their book *Effective Public Relations*, communication can be said to be successful if the recipient of the message understands and does what is contained in the content of the message. In this case, a person's level of understanding can vary depending on several factors, for example educational background, age or social status.

The level of message understanding is one of the main factors in the effectiveness of a communication. Understanding a message that is not in line with what the communicator wants will make the communication that is built ineffective.

### Mayor's Political Will Variable

The Mayor's political will variable consists of 5 (five) indicators, namely initiative, commitment, support, policy and law enforcement. The policy indicator is an indicator that can describe the Mayor's political will variable, this is illustrated by the estimated value obtained by the policy indicator which is the largest of the other indicators at 0.85.

Robert Eytone, as quoted (Taufiqurokhman, 2014), defines public policy as meaning the relationship between the government and/or government units and their environment. The role of policy in determining the direction of political will is certainly very vital, so it is very accurate to say that policy is the thing that best describes a political will.

### Variable: Fulfillment of Public Service Standards

The variable for meeting public service standards consists of 5 (five) indicators, namely, service period, service costs, service requirements and mechanisms, organizer competence and facilities and infrastructure. Indicators of service requirements and mechanisms are indicators that can describe variables in fulfilling public service standards. This is illustrated by the estimated value obtained by the requirements and service mechanism indicators which is the largest of the other indicators at 0.91.

Mukaron and Laksana, (2016:41) say that: "Public service is the provision of services (serving) the needs of people or society who have an interest in the organization in accordance with the basic rules and

procedures that have been determined." Service requirements and mechanisms are an initial part of a public service standard that must be established in the context of providing public services by an agency or institution, so it is very accurate to say that service requirements and mechanisms are the things that best describe a public service standard.

## CONCLUSION

Ombudsman communication has a positive and significant effect on the Mayor's Political Will. Ombudsman communication has a positive and significant effect on the fulfillment of public service standards. The Mayor's Political Will has a positive and significant influence on the fulfillment of public service standards.

## RECOMMENDATION

So that in the future both the Ombudsman and the mayor can build more intentional communication in order to fulfill public service standards.

In order to build communication between institutions between the Ombudsman and the Gorontalo City Government, it would be possible to involve people who are competent and can make decisions, so that the communication that is built can be effective.

In order to maintain the fulfillment of public service standards in the City of Gorontalo, both the Ombudsman and the Mayor of Gorontalo can carry out regular evaluations of public service delivery agencies within the Gorontalo City Government regarding the fulfillment of public service standards.

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