

Socialization of the Ombudsman of the Republic of South Sumatra in the On The Spot Program

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ABSTRACT

This study uses a qualitative approach with a case study method. Data was collected through in-depth interviews with the Ombudsman of the Republic of South Sumatra, direct observation of field activities, and documentation studies. Data analysis was carried out with the stages of data reduction, data presentation, and conclusion drawing based on organizational communication theory and fusion communication theory from Lee Thayer. The results of the study show that the Ombudsman of the Republic of Indonesia Representative of South Sumatra implements a planned and integrative communication strategy. These stages include planning based on mapping the target area, the preparation of messages tailored to the characteristics of the community using communicative language and real case examples, as well as the use of various communication media (print, digital, and face-to-face). The On The Spot program has proven to be effective in bridging understanding through two-way communication that is dialogical and participatory. This direct interaction allows the Ombudsman to absorb aspirations in a *bottom-up*, straighten out the wrong public perception of the authority of the institution, and build public trust. This process reflects the concept of fusion communication, where there is an integration between the institutional goal of supervising public services and the individual interests of the community in obtaining fair and quality services.

INTRODUCTION

The Ombudsman of the Republic of Indonesia Representative of South Sumatra (Ombudsman RI South Sumatra) as a public service supervisory institution has the main task of ensuring fair, transparent, and accountable service delivery. By going directly to public service locations and to the community, the Ombudsman can provide education about the rights of the community as service recipients and reporting mechanisms if there are irregularities in services. This is also a step of the PVL program in analyzing the source of complaint data in a region, according to the Examination Section of the Ombudsman of the Republic of South Sumatra, this activity focuses on field results, where the results of written reports in an area are relatively few than the complaints reported to the ombudsman. So the PVL (Report Verification Receipt) section took the initiative to directly participate in observation as well as socialization related to the correct reporting procedures to the community. This challenge is increasingly prominent in rural areas such as South OKU and Banyuasin, where access to information about the Ombudsman is still limited due to the lack of means of distribution and early awareness that shows an imbalance in the interaction between organizational systems (Ombudsman) (Isaac, 2022).

This program is also closely related to organizational communication because it helps realize the functions and duties of the Ombudsman. Through the Organization's communication approach which is applied in the form of Fusion communication in the sustainability of its socialization. The Ombudsman not only provides one-way counseling, but also actively involves the community through question and answer sessions, open discussions, and simulations of public service cases (Rajagukguk et al., 2025).

Through the program On The Spot, it is hoped that the public will not only know the Ombudsman institution as a supervisor of public services, but also be able to be an active part in encouraging the creation of good governance (good governance) (Sheren Octavi & Ridwan, 2023). In addition, this program is also a forum to strengthen the relationship between the Ombudsman and public service providers in order to create synergy in

improving the quality of services to the community in South Sumatra. Thus, the socialization activities of the Ombudsman of the Republic of South Sumatra through the On The Spot has a strategic role in building legal awareness and community participation, while encouraging the improvement of the quality of public services in the region (Sri Yanti et al., 2023).

Based on the above background, it shows that there are challenges in the aspect of service communication carried out by the Ombudsman of the Republic of South Sumatra Representative to the community, so according to the researcher, it is important to know and examine the socialization communication used by the Ombudsman of the Republic of Indonesia Representative of South Sumatra Province in serving community complaint reports and also overcoming existing problems regarding the complaint process that is still not in accordance with the procedures that are valid at the Ombudsman. Therefore, the researcher feels it is very important to conduct research related to "Socialization of the Ombudsman of the Republic of South Sumatra in the On The Spot Program". This research was conducted in order to identify socialization communication techniques carried out in receiving complaints from the community and other institutions.

RESEARCH METHODOLOGY

Research method is the process of collecting and processing data to produce information that helps solve research problems Using qualitative methods with a case study approach. This approach was chosen because it aims to deeply understand the Ombudsman's communication in handling complaints and public education (Tahir, 2023).

RESULTS AND DISCUSSION

The organization's communication strategy in the socialization of the Ombudsman of the Republic of South Sumatra through the On The Spot program

Communication Planning

Based on these findings, the researcher sees that the Ombudsman of the Republic of Indonesia Representative of South Sumatra has implemented a planned communication strategy in the implementation of the Program On The Spot. Planning is one of the important stages because it determines the direction and success of the communication that will be carried out. From an organizational communication perspective, communication planning is a necessary first step to ensure that the message conveyed is appropriate to the needs, conditions, and characteristics of the target audience. Through the process of identifying community needs and preparing relevant materials, the Ombudsman seeks to create more effective and easy-to-understand communication by the public (Artarini & Hughes, 2024).

According to the researcher, the efforts made by the Ombudsman show that socialization activities do not only focus on delivering information, but also pay attention to how the information can be received and interpreted by the community. By understanding the conditions and needs of the community first, the communication process that takes place becomes more directed and able to build a better understanding of the role of the Ombudsman in the supervision of public services. This shows that the success of socialization is not only determined by the amount of information conveyed, but also by the organization's ability to adapt the message to the needs of the community that is the target of communication (Cangara, 2021).

Preparation of Communication Messages

From the results of the researcher's observations, this way of delivery makes it easier for people to follow the material provided. Information that was initially thought to be quite complex becomes simpler to understand because it is explained through situations that are close to everyday life. In addition to helping clarify the functions and authority of the Ombudsman, the method also encourages the public to better recognize the various forms of public service problems that can be reported (Mulyana, 2017).

When associated with organizational communication, the preparation of messages tailored to the characteristics of the audience indicates that there is an effort to build effective communication between the institution and the community. Messages that are relevant to the needs of the audience tend to be easier to receive and understand than messages that are delivered formally without considering the conditions of the recipient of the message. Through this method, socialization activities not only function as a means of disseminating information, but also become an educational process that helps people understand their rights in obtaining good public services and encourages their participation in the supervision of public services (Pratama et al., 2024).

Utilization of Communication Media

Overall, the use of various media in the Program On The Spot not only aims to disseminate information, but also becomes part of the communication strategy implemented by the Ombudsman in building closeness with the community. The combination of print, digital media, and face-to-face communication provides a wider space for the public to obtain information, interact directly, and understand the function of the Ombudsman in supervising the implementation of public services (Cangara, 2021).

Implementation of Socialization and Approach to the Community

Based on the results of the research, it can be concluded that the communication strategy carried out by the Ombudsman of the Republic of Indonesia Representative of South Sumatra through the On The Spot Program has been running well. The strategy is carried out through activity planning, easy-to-understand message delivery, the use of various communication media, and a direct approach to the community. Through this activity, the public becomes more aware of the role and function of the Ombudsman in supervising public services. In addition, the interaction established during the socialization also helps build a common understanding between the Ombudsman and the public regarding the importance of supervising public services and reporting suspected maladministration.

The Role of Two-Way Communication in Bridging Understanding between the Ombudsman and the Community**Occurrence of Reciprocal Interaction**

According to the researchers, the mutual interaction that occurs in the Program On The Spot is one of the factors that support the effectiveness of socialization activities. Through direct and two-way communication, the public not only gains knowledge about the Ombudsman, but also feels involved in the process of supervising public services. Thus, this activity is able to create a more open communication relationship between the Ombudsman and the public and provides space for both parties to exchange information and understanding about various public service issues that occur in the field (Dwiyanto, 2021).

Equalizing Perceptions of the Ombudsman's Duties

The results of the researcher's observations show that the dialogue process that occurs during the activity helps to form a more precise understanding of the role of the Ombudsman. People who previously did not know the function of the Ombudsman clearly understand the limits of authority and the role of the institution in supervising public services. The opportunity to discuss directly also allows the public to get answers to various information that previously still raised doubts (Heath & Coombs, 2018).

Absorbing the Aspirations and Needs of the Community

The information obtained through dialogue and consultation can be an input for the Ombudsman in supervising the implementation of public services. In addition, various findings submitted by the community can also be used as considerations in providing suggestions, corrective actions, and recommendations for improvement to related agencies. Therefore, the communication established during the Program On The Spot not only to produce information dissemination, but also to assist the Ombudsman in obtaining useful data and public aspirations to encourage the improvement of the quality of public services (Indonesia, 2023).

Building Public Trust

Overall, the results of the study show that the On The Spot Program is a form of organizational communication strategy that is able to bring the Ombudsman closer to the community. Through direct, open, and continuous communication, the public becomes more aware of the role of the Ombudsman, while the Ombudsman obtains various information that can be used as material in the implementation of the public service supervision function. Therefore, the researcher assesses that the On The Spot Program not only functions as a socialization activity, but also as a means to build mutual understanding, increase community participation, and strengthen the relationship between the Ombudsman and the community in realizing better public services.

CONCLUSION

The Ombudsman of the Republic of Indonesia Representative of South Sumatra implements a comprehensive communication strategy in the On The Spot program. This strategy includes a mature planning stage through mapping of target areas based on information needs and the level of community complaints. In addition, the preparation of messages is carried out by adjusting the characteristics of the audience using simple, communicative language, and real-life case examples. The use of various media, both print, digital, and face-to-face communication, has proven effective in expanding the reach of information and building emotional closeness with the community.

Two-way communication in the On The Spot program functions effectively as a means of aligning understanding between institutions and the community. Through direct dialogue, the Ombudsman succeeded in straightening out the public's perception that was previously wrong about the authority of the institution. This program is not only a forum for disseminating information, but also a means of absorbing people's aspirations and complaints directly (*bottom-up*). This is in line with the concept of fusion communication theory, where there is a process of integration of interests between the purpose of the Ombudsman institution to supervise public services and the individual needs of the community to get fair and quality services.

SUGGESTIONS

Resource Optimization Given the constraints of limited human resources and budgets that often hinder socialization activities, the Ombudsman is advised to increase collaboration with local governments and local communities to reach rural areas where access to information is still limited.

Strengthening Follow-up of Socialization Results, Considering that the On The Spot program is effective in absorbing the aspirations of the community, it is better to document case findings in the field in an integrated database so that they can be immediately followed up by the Report Examination section systematically.

More Creative Use of Digital Media, Although face-to-face communication is the most effective, the Ombudsman can maximize social media to document community testimonials or simulate reporting procedures so that the educational reach can still run outside of working hours of the On The Spot program.

This research focuses on organizational communication strategies and fusion communication. The researcher is then advised to study more deeply the long-term effectiveness of the On The Spot* program on the level of community satisfaction post-report, or conduct a comparative study between the On The Spot socialization method and the digital-based socialization method conducted by the Ombudsman representative of other provinces.

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