

Community Participation In The Implementation Of Siaran Mobile Application (Reporting And Assignment Application System) In South Tangerang City

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ABSTRACT

This research is entitled community participation in the application of SIARAN mobile application (reporting and assignment application system) in South Tangerang City. The purpose of this research is how the community participates in utilizing the release mobile application (reporting and assignment application system) in South Tangerang City as a media for reporting when problems occur in the community. The supporting concepts and theories in this study are Government Public Relations, Community Participation, and Mobile-Based Smart City Applications. The method used in this research was qualitative descriptive research. The results showed that community participation was still not optimal, considering that the number of users of the SIARAN application had not met the set target. To increase community participation, the Tangerang City Government continues to socialize the importance of using the SIARAN application in various existing events and media reports. Apart from that, public participation is also encouraged by providing spaces for public participation so that people can participate in the planning and implementation of government policies by submitting inputs at various dialogue opportunities such as at the Development Planning Conference and various other socialization programs. Existence the dialogue between the community and the government, it is hoped that community participation will increase in the development process based on the smart city concept.

Keywords: community participation, SIARAN mobile application, South Tangerang city.

INTRODUCTION

Airin Rachmi Diany as Mayor of South Tangerang officially launched the Reporting and Assignment Application System (SIARAN) at Hotel Santika Premiere Bintaro, Pondok Aren on Thursday, March 9, 2017 (Prabowo, 2017). Through the SIARAN mobile application, the South Tangerang City Government expects the active role of the community to provide information related to matters or problems that occur in the surrounding environment such as garbage, congestion, floods, illegal parking, infrastructure, public services, public transportation, and other things as first informants and then reports and input received will be immediately followed up by the relevant Regional Work Units. Since its launch until August 2019, the number of users who have downloaded the SIARAN Mobile Application is more than 5,000 users (PalapaNews, 2017).

In general, urban areas experience a rapid increase in population, causing population density in urban areas, so that homecoming services will become more complicated. For this reason, cities must be smart, in order to maintain the quality of the economy, social and security environment. A smart city is a city that uses information communication technology (ICT) to facilitate its public service processes (Choudhary et al, 2017: 434). Therefore, city management with a smart city concept as implemented by the South Tangerang City Government is very relevant.

In 2017, South Tangerang City as one of the cities that implemented the Smart City concept won an award for the application of the technology-based government concept. The award was obtained from the Indonesian Smart Initiative Association (APIC) ITB for the category of Indonesian Smart City Rating (RKCI). Another success of the consistency of the South Tangerang City government in the forefront of a smart city is evident from the newly received award by the Mayor of South Tangerang at the 2019 Indonesia Awards, which is as a City Government that is consistent in public service.

To achieve a successful application of the Smart City concept in South Tangerang City, of course, requires high commitment from all elements, including government, private sector and the community itself. The synergy of three elements is very necessary, meaning that the three elements of society must support each other and be in harmony in realizing the ideals and goals of South Tangerang City through the implementation of Smart City. In the Smart City concept, modern information and communication technology is intended to synchronize urban infrastructure development and processes in order to increase resource efficiency, service distribution, and the active participation of urban communities.

Community participation in the implementation of regional development is one of the absolute requirements in the freedom and openness era. Where the community itself will play a major role in implementing development programs in their regions, while external groups act as facilitators, dynamists, catalysts, mediators and communicators, also the Community Empowerment. For government officials and the community, the implementation of a development program must be considered as a social learning process through a process of evaluating everything that has been achieved in the implementation of development, as well as studying the various obstacles faced.

The concept of Smart City is also contained in the Final Report of Assessment and Blueprint Preparation for South Tangerang City. It is stated that managing a city to be smart in a sustainable manner is an indisputable obligation in accordance with its ability to develop the concept of a smart city which includes: Intelligent City, Green City, Digital City, Live able City and Sustainable City (Gunartin, 2018: 35). This is based on PP No. 96 of 2012 concerning Implementation of Law No. 25 of 2009 concerning Public Services.

As a modern city, South Tangerang has an area known as its urban area, namely Bumi Serpong Damai (BSD). The new residential model which is beautiful, classy and equipped with the concept of urban spatial planning with international standards places this area as a "new city" in the middle of Tangerang Regency and Tangerang City. In 2003, the giant BSD City project was fully managed by Sinarmas Developer and Real Estate, providing various sports facilities ranging from tennis courts, swimming pools, golf courses, Ocean Park, the greatest thematic water adventure in

Southeast Asia, modern markets and a number of shopping centers as well. has been operating in the BSD City area.

With the characteristics of modern cities that South Tangerang City has, in this case the government must continue to encourage, mobilize, and sometimes even need a policy through regulations that require the community to be involved in the city development process towards a Smart City. The programs, ideas or development innovations implemented by the government do not always receive support or have an impact on the absorption of community participation. For this reason, in the process of building a Smart City is sustainable in terms of anyone who is considered a community is actively involved through the distribution and feedback of monitoring and urban data practices, instead of the urban community who so far only have the role of an individual subject to be regulated by the City Government (Jennifer, 2014). By involving the active role of the community in urban development, an appropriate and highly relevant development communication format is needed for the characteristics of each particular community. It is necessary to apply a different development communication model, if indeed the conditions, characteristics and backgrounds of the people are different.

In various countries it shows that the community participation strategy as a means of accelerating the development process. Therefore, it is necessary to emphasize the importance of an alternative approach in the a development approach that is initiated by an empowerment process (H.I, 2018: 35). Participation is a very potential strategy in order to improve economic, social and cultural transformation. This process will ultimately be able to create people-centered development (Kusuma, 2019: 621). Therefore, the existence of the SIARAN application is one of the means to increase community participation in supporting the development process of South Tangerang City. The organization is believed to be the manager of communication and information technology in South Tangerang City is the South Tangerang City Communication and Information Office which plays a role as the implementer of the efforts to publicize government programs in South Tangerang City. These efforts are made to improve services in the field of communication and information so they can become a center of information for the needs of the government in particular and community in general.

The management of the SIARAN application is certainly supported by various related agencies, especially the Public Relations of the South Tangerang city government. Public Relations must ensure that socialization and information are needed by the public to use the SIARAN Mobile application. Socialization and publication materials must be packaged attractively and easily understood by the public. Proper packaging of information can attract attention and motivate people to participate in using the SIARAN application. In addition to designing communication messages, Public Relations must also be able to convey communication objectives in an economical manner but have a tremendous impact. For this reason, Public Relations must be able to package government policies and programs in an attractive manner, so that the information is attractive and not coercive.

Thus, based on this background description, researchers are interested in examining how the community participates in the implementation of the SIARAN mobile application (reporting and assignment application system) in South Tangerang City. The purpose of this research is how the community participates in utilizing SIARAN mobile applications (reporting and assignment

application systems) in South Tangerang City as a media for reporting when problems occur in the community. The results of this study can be used as information for the South Tangerang City government regarding the formulation of a strategy for community participation.

LITERATURE REVIEW

Government Public Relations

Government public relations is a type of communication function that deals with the process of interaction between community and government, with government regulators, and the legislative. Government public relations helps facilitate communication with constituents and with the government public (Lee et al, 2012: 159).

Then the function of public relations are 1) Anticipating, analyzing, and interpreting public opinion, attitudes, and problems that may have a good or bad impact on organizational activities, 2) Management counseling, providing input on decisions, policies, action programs and communications by taking into account various the consequences of the public on the organization, 3) Researching, conducting, and evaluating, programs of action and communication on an ongoing basis, in order to achieve public understanding. The activities studied include marketing; finance; maintenance fund; employee, community, or government relations; and other programs, and 4) Planning and implementing organizational efforts to influence or change community policy, including: goal setting, planning, budgeting, recruiting and training staff, developing facilities, and managing the resources needed to achieve organizational goals (Lee et al, 2012:200).

Community Participation

Community participation in development should be the concept of development today. To involve the community as the subject of development is a necessity, and this can be realized through the principle of community empowerment. Community empowerment can be done through a learning process so that they have the ability to have access and control in development. Through this empowerment, the community is expected to have the ability to seize opportunities for the available resources. In addition, the community is also able to play a role as decision maker and determinant in choosing and taking advantage of these opportunities.

In various countries. Furthermore, Craig and Mayo explained that many countries have shown great attention to the community participation strategy as a means of accelerating the development process. Therefore, it is necessary to emphasize the importance of an alternative approach in the form of a development approach that is initiated by the empowerment process (H.I, 2018, p. 35)

The success of community empowerment-based development is closely related to community participation. Craig and Mayo (Kusuma, 2019, p. 621) state that participation is an important component in generating independence and the empowerment process. The process is carried out cumulatively so the more skills a person has, the better the ability to participate.

The community development process should be assumed on the following principles: 1) The direction of community growth always rests on increasing participation in the social structure, 2) Community dissatisfaction as a starting point for community development programs, 3) Community dissatisfaction must be channeled into planning and joint problem solving actions, 4) Implementation of community development programs must include leaders who are accepted by various community groups, 5) Organizations implementing community development programs

must develop efficient-effective lines of communication, 6) Determination of community development programs must rely on joint decisions citizens of the community itself (M, 2015, pp. 5–6).

Mobile Based Smart City Application

An application is a subclass of computer software that takes advantage of the direct computer ability to perform a task that the user wants. Usually compared to system software which integrates various computer capabilities, but does not directly apply these capabilities to perform a task that benefits the user. One of the popular types of mobile-based applications is the android application. Android is a new generation of Linux-based mobile platform that includes an operating system, middleware, and applications (Alawiah, 2017:25)

To find out and understand what benefits exist in digital applications, intiteknologi.co.id explains that 1) through cell phones the user allows access to the internet anywhere, 2) Everyone who has a cell phone can interact by telephone and can access the internet relatively more safe than laptops or computers that can be used by several people, 3) Mobile applications can be an indication of a business aimed at providing the best service for clients, 4) Mobile applications are usually connected to Social Media, so users can share this information, so as to improve link and rating of the application, 5) Mobile applications can be an excellent customer relationship management tool because they allow to interact with clients in real time, 6) Using location-based services will be very easy to find the user's proximity to business-related outlets and facilities .

Smart city is widely applied in various cities in developed countries. The application of smart city is known since the development of communication and information technology. The concept of a smart city is to create a city that can understand the emotional state and behavior of the community towards community service satisfaction, increase the sense of security, strengthen trust in the government, improve the quality and standard of living, utilize technology services as an interactive medium between the community and the government, and integrate various government components. with a quick response to any aspirations that come from the community (Caragliu, 2009).

Building a smart city concept aims to create good governance and foster community satisfaction with government services. A smart city can be defined as a city that is able to use human resources, social capital, and modern telecommunications infrastructure to encourage sustainable economic growth and high quality of life with wise resource management through community-based government. (Caragliu, 2009).

METHODOLOGY

This research used a qualitative approach. Where Creswell argues that qualitative research (Creswell & Creswell, 2018, p. 4) is an approach to exploring and understanding the meaning that some individuals or groups consider a social or human problem. Thus, the research report will be in the form of data quotations to provide an overview of the report presentation. The data, comes from interview texts, field notes, photos, videotapes, personal documents, notes or memos, and other official documents. At the time of writing the report, the researcher analyzed the data as very rich and as possible in its original form, based on observations and interviews.

Qualitative methods also present directly the nature of the relationship between researchers and respondents. This method also further exploits the experience of the community in participating in using the SIARAN mobile application as a means of reporting related to various problems such as garbage, congestion, floods, illegal parking, infrastructure, community services, community transportation, and other things to South Tangerang City Government to the community. The results of the study clearly describe how the community is involved in using the SIARAN mobile application. Of course the results of this study can be used as information for the South Tangerang City government regarding the formulation of a strategy for community participation.

This research was conducted at the Communication and Informatics office, Building 1, 6th & 7th Floor Jl. Raya Maruga No. 1. Ciputat districts, South Tangerang City. In addition, researchers also conducted interviews with community in the South Tangerang City. The main data sources in qualitative research were words and actions, the rest was additional data such as documents and others. In this regard, in this section the types of data are divided into words and actions, written data sources, photos and statistics. Then the resource persons in this study were the Head of Information Management, Communication and Public Relations of South Tangerang, Operators of the SIARAN Mobile Application, IT Consultants and the community of South Tangerang City as application users.

Data collection techniques were carried out through in-depth interviews, field observations and documentation studies. The data that has been collected then processed through the data reduction stage, data display, and data verification. Then to ensure the research data is valid, researcher did the data validity check. For this reason, Miles and Huberman explained that data validity checking techniques include three concurrent activities: data reduction, data presentation, and conclusion (verification). Then to determine the validity of the data, the researchers conducted a source triangulation technique (Haryati, 2019:606-607).

In this technique, the researcher compares and checks the degree of trust in information according to Moleong in (Erlita, 2019: 1921) consisting of several ways, namely (1) comparing the observed data with the interview data (2) comparing the consistency of the informants' answers, namely by comparing what is the sources said in community, for example, by what was said in private (3) comparing one's perspective with other people in the work team.

DISCUSSION

Community participation is an important element in development both urban and rural areas. Community participation must of course position community as a subject in the development process. Community participation is no longer traditional through face-to-face but enters offline participation, namely by using digital-based information and communication technology. With the smart city program, the government and the community are able to accelerate coordination and solve problems. The use of communication and information technology is able to simplify working mechanisms and shorten bureaucracy. The community has also become more active in participating in development, because every input or complaint report is followed up quickly and easily to be monitored.

The SIARAN mobile application is the embodiment of a smart city. Logvinov & Lebid (2018) explained that through smart cities, Meijer explained that cities will become smart when there is

the use of information communication technology (ICT), so this will encourage sustainable economic growth and increase the high quality of life, with a note that management must be carried out natural resources, through participatory governance.

The SIARAN mobile application also integrates technology into people's activities, enabling them to share feedback and gain new experiences, creating new products. This is as the opinion of Šiurytė and Davidavičienė (2016) explains that the core of a smart city is striving to find smart solutions, which will make it possible to effectively use modern ICT in the daily lives of community. Without the application of ICT, the idea of Smart Cities will likely even disappear, as a new tool for the implementation of goals, such as building closer relationships, preserving the environment, managing urban flows, city administration will need to be discovered.

To understand how community participation in the implementation of the SIARAN mobile application, the researchers conducted interviews and observations with representatives of the community in South Tangerang City. Based on the results of interviews and observations, it can be concluded that the community has participated in using the SIARAN mobile application to report various problems in their respective environments. The SIARAN mobile application is considered to make it easier for the community to report quickly and efficiently.

Briefly, the researcher will explain the reporting stage through the following chart:

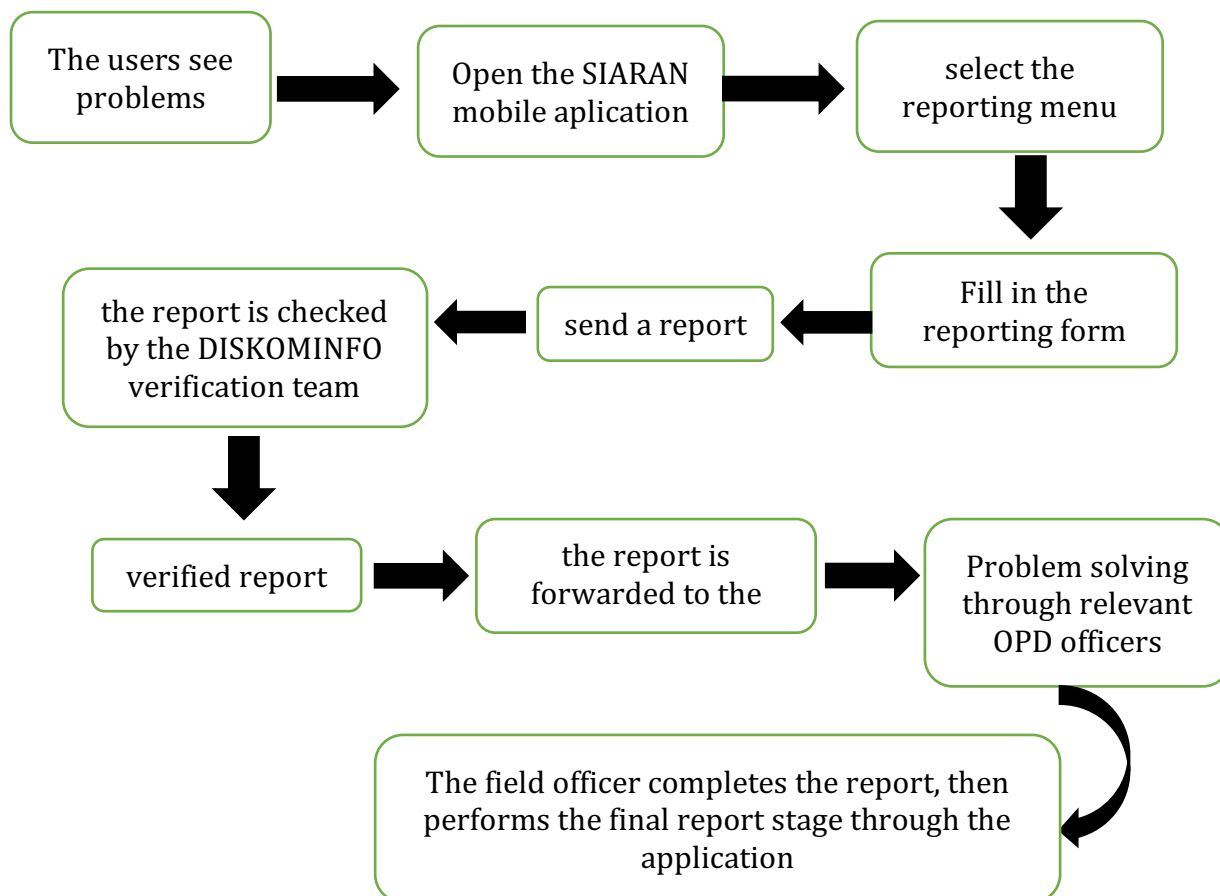


Figure 1. The reporting phase is through the SIARAN mobile application

From the reporting process, several important things need to be considered by the Government as the power holder in controlling the SIARAN mobile application. One of them is monitoring on every incoming report. This needs to be done so that there is a response that can be given to the reporter so the users who carry out the report get a responsive response to the problems reported. During the completion of the existing report, the South Tangerang City Government also provided information via the SIARAN mobile application. This process is proof of the transparency of OPD's work in completing reports, the follow-up process of reports can be monitored online through the application. The community can follow the progress of their reports through the tracking system on the SIARAN mobile application.

It was previously explained that incoming reporting puts forward a real time reporting system where the photo taken by the user must be a photo that is in the scene the SIARAN mobile application. Because the South Tangerang City government wants to minimize the false reporting that comes in, if the uploaded photos can go through the user's gallery.

The convenience offered by the SIARAN mobile application is in accordance with the characteristics of the benefits of digital applications described in intiteknologi.co.id which explains that 1) through cell phones the user allows access to the internet anywhere, 2) Everyone who has a cell phone can interact via telephone and being able to access the internet is relatively safer than a laptop or computer that can be used by several people, 3) Mobile applications can be an indication of a business aimed at providing the best service for clients, 4) Mobile applications are usually connected to Social Media, so users can share information, so as to increase the link and ranking of the application, 5) Mobile applications can be an excellent customer relationship management tool because they allow to interact with clients in real time, 6) Using location-based services will be very easy to find the user's proximity to business-related outlets and facilities.

The success of a development process cannot be separated from the participation of the community as both a system and an individual which is an important part of the successful development of a city in a good direction. The responsibility for the success of a development rests is not only with the government, but also in the community. This is in line with the opinion of Craig and Mayo in (Kusuma, 2019: 621) that the success of community empowerment-based development is closely related to community participation. Participation is an important component in generating independence and the empowerment process. The process is carried out cumulatively so that the more skills a person has, the better the ability to participate.

Community participation is a process that provides space for the community to participate in the planning and implementation of government policies. Community participation or active involvement of local communities in planning, decision-making, or implementation of government-designed programs can harmonize the city-building process in the long term. In practice, the South Tangerang City Government also involves the community in the process. The resource person explained, if the community can be involved, the technical implementation of solving the problem will be resolved quickly because the problem addressed can precisely match the needs of the community.

From the community side of South Tangerang City, they also admit the role of the community is very easy to carry out. In the case of this application-based reporting program, the community only needs

to submit it through the SIARAN application. The ease and practicality of this application can certainly make South Tangerang City a better city in the future. This is certainly in accordance with the goal of a smart city, which is to create a safer, easier, healthier and more prosperous community life by using information and communication technology and innovation to improve performance, increase efficiency and involve community participation.

Various complaints will help the South Tangerang City Government to formulate data-based policies, ranging from community reporting data, traffic conditions, use of community facilities, and others. Innovative solutions through the SIARAN mobile application will optimize community services for the community, increase community participation in building their cities. To realize quality community services, Denhardt & Denhardt (2003) requires "citizen influence". Where the community is directly involved and participatory. This condition allows the government apparatus to continue to improve its performance because it is directly monitored and controlled by the community.

The thing that is still not optimal in community participation is the absence of a target application user determined every year. The results of the study show that the South Tangerang government is still trying to increase the number of users of the SIARAN mobile application by continuing to socialize the importance of using the SIARAN application in various existing events and publication media. Apart from that, community participation is also encouraged by providing spaces for community participation so that people can participate in the planning and implementation of government policies by submitting inputs at various dialogue opportunities such as at the Development Planning Conference and various other socialization programs. With the dialogue between the community and the government, it is hoped that the participation of the community will increase in the development process based on the smart city concept.

Through these various socialization and publication programs, it is hoped that the number of users of the SIARAN mobile application will continue to expand, so that various problems that occur in various areas of South Tangerang City can be resolved quickly because they are driven by community participation in reporting various problems that exist in real time to the City Government. South Tangerang. This is in line with the opinion of Caragliu (2009) that technology can realize the concept of a smart city aimed at creating good governance and fostering community satisfaction with government services. A smart city can be defined as a city that is able to use human resources, social capital, and modern telecommunications infrastructure to encourage sustainable economic growth and high quality of life with wise resource management through community-based government.

CONCLUSION

The results showed that community participation was still not optimal, considering that the number of users of the SIARAN application had not met the set target. To increase community participation, the Tangerang City Government continues to socialize the importance of using the SIARAN application in various existing events and media reports. Apart from that, community participation is also encouraged by providing spaces for community participation so that people can participate in the planning and implementation of government policies by submitting inputs at various dialogue opportunities such as at the Development Planning Conference and various other socialization programs. With the dialogue between the community and the government, it is hoped that the

participation of the community will increase in the development process based on the smart city concept.

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