

IMPLEMENTATION OF PUBLIC SERVICE COMMUNICATION BY THE LEBAK REGENCY GOVERNMENT THROUGH THE SP4N-LAPOR! APPLICATION**Ida Nurul Fhatihah¹, Fitri Dwi Iestari²**^{1,2} Fakultas Ilmu Komunikasi, Universitas Gundarma**Article History**

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Corresponding author*:

Fitri Dwi Iestari

Contact:fitridwilestari@staff.gunadarma.ac.id**Cite This Article:**

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Abstract: The advancement of information and communication technology has made it easier for society to interact without the limits of space and time. The utilization of technology in public services is essential to create participatory, accountable, and transparent services, as well as to support competitive government institutions. One of its implementations is the application of SP4N-LAPOR! in Lebak Regency. This application serves as a platform for citizens to convey aspirations and complaints online, integrated in a tiered system. This study aims to examine whether the implementation of SP4N-LAPOR! has met the expectations of both the government and the community. Using Everett M. Rogers' Diffusion of Innovation theory with a descriptive qualitative method and a post-positivist paradigm, the findings indicate that SP4N-LAPOR! facilitates citizens in reporting and communicating with the government regarding development issues. The application accelerates the flow of information and enhances public involvement. However, socialization efforts need to be strengthened to optimize its utilization. Overall, the implementation of SP4N-LAPOR! has been running well and supports the improvement of public communication.

Keywords: Communication Media; Public Service Communication; e-Government; SP4N-LAPOR! Application.

INTRODUCTION

Technological development in the current era of digitalization has progressed rapidly, particularly in the fields of information and communication. The digital era represents a period in which most people rely on digital systems in their daily lives (Rahayu, 2019). Advances in digital technology have made it easier for society to access information without direct face-to-face interaction. These technological developments enable humans to communicate more easily without limitations of distance, space, and time.

In today's digital era, human communication methods have become increasingly diverse. Communication requires media that function as intermediaries for delivering and obtaining information. These media include newspapers, electronic media, and online media, which have experienced rapid growth, possess extensive reach, and are utilized by all segments of society. As stated by Ashadi Siregar (Kurniawan, 2005), online media is a general term referring to media forms based on telecommunications and multimedia technologies.

Meeting the needs of citizens is the responsibility of the state through the government, particularly in essential sectors such as health, security, education, and information exchange (Kalihva, Yuwono, & Manar, 2023). In fulfilling this responsibility, the government requires effective communication with the public, as communication is a fundamental element that significantly influences public service delivery. Government public communication plays a central role in realizing good governance, as the government functions as a communicator that conveys various forms of information to the public (Aprilia & Nurchotimah, 2022).

The implementation of public communication by government institutions aims to build institutional image and reputation. Public communication managers can shape public opinion, accommodate and process public messages and aspirations, clarify data and information circulating within society, and disseminate planned policies and programs (Purworini in Permatasari, 2021).

Public communication conducted by the government represents the execution of public relations functions between the government as an information provider and the media and public as information recipients. Well-established public communication between the government and society positively impacts institutional reputation and enhances media and public trust in government. Therefore, public communication does not merely function as a communication channel between government institutions and the public but serves broader strategic purposes beyond information exchange alone (Nugroho, 2021). Furthermore, the development and utilization of technology in public services are essential for creating more participatory, accountable, and transparent governance. Government adoption of technology in public services is driven by the need to establish competitive public institutions. This competitive environment encourages the creation of innovative and creative policies in public service sectors, particularly at the regional government level, enabling competition among local governments across Indonesia (Kalihva, Yuwono, & Manar, 2023).

Currently, many local governments in Indonesia have implemented innovative technology-based public service policies. The utilization of technology in governance during the digital era plays a vital role in supporting the development of public service innovations that provide convenience for both communities and regional government organizations (Hidayati, 2023). Digital-based public service innovations continue to expand and diversify, facilitating more effective interactions between government and citizens. These innovations improve efficiency and effectiveness, allowing communities to benefit from improved public services (Fakhriyah, Kencana, & Kariem, 2022).

Public service innovations developed by the government represent tangible evidence of technological progress in the digital era. This progress underpins the emergence of technological innovations used as public information dissemination media. The development of public communication platforms has become an alternative means of interaction between government and society. Such innovations significantly influence public perspectives, including how citizens express criticism and opinions toward the government. These platforms are perceived as accessible channels with substantial social impact (Nugroho, 2021).

Public service media also function as platforms for citizens to convey aspirations, suggestions, and feedback to improve problematic public services. Each public report must be managed appropriately through structured complaint-handling procedures. Through this mechanism, public complaints become instruments for channeling citizens' interests and fulfilling their rights.

One implementation of technological innovation by local governments is the introduction of public service applications as platforms for community complaints (Kalihva, 2023). Several regions in Indonesia have developed technological innovations to bridge communication between citizens and government institutions. The Yogyakarta City Government and the Jakarta Provincial Government, for example, have created public service applications to support community engagement.

The Jogja Smart Service application, launched in 2018, serves as a public service platform for the people of Yogyakarta. Meanwhile, the JAKI (Jakarta Kini) application, launched in September 2019, functions as a comprehensive public service application for residents of DKI Jakarta. Both applications not only facilitate public reporting but also integrate various public service needs into a single platform. JAKI has demonstrated concrete results in optimizing public services, particularly in complaint reporting and problem resolution (Ammas, 2023). The success of these innovations is expected to serve as a model for other regions in developing public service applications that enhance efficiency and effectiveness while maximizing the use of information and communication technologies.

Aligned with the initiatives of the Jakarta Provincial Government and the Yogyakarta City Government, the adoption of e-government represents tangible success in regional technological innovation. Observing the effectiveness of JAKI and Jogja Smart Service, the Government of Indonesia subsequently established the National Public Service Complaint Management System (SP4N) – Online Public Aspiration and

Complaint Service (LAPOR!), which serves as a unified national platform for public complaints and aspirations across multiple reporting channels (Fatimah, 2022).

SP4N-LAPOR! is an integrated online system that manages public complaints hierarchically across all public service providers. On October 27, 2020, SP4N-LAPOR! was officially designated as the national public complaint management application through Ministerial Decree PANRB No. 680/2020 (Humas MENPANRB, 2023). The platform offers accessible, fast, reliable, and accountable complaint services. Reports submitted through SP4N-LAPOR! are automatically forwarded to authorized institutions for prompt response and resolution. According to data from the Ministry of Administrative and Bureaucratic Reform, SP4N-LAPOR! is currently connected to 34 ministries, 101 agencies, and 544 local governments across Indonesia (Humas MENPANRB, 2023).

Research by Septian and Muzakkir (2021) entitled “Implementation of SP4N-LAPOR as a Means of Public Information Transparency and Public Service in the Government of West Aceh” indicates that SP4N-LAPOR! plays an educational role by encouraging citizens to become more open and critical. Through online media, the application serves as an information channel for delivering factual, transparent, and trustworthy regional development news. The study concluded that SP4N-LAPOR! provides new civic education that promotes critical public participation in conveying aspirations.

SP4N-LAPOR! has been widely adopted by local governments as a reporting and problem-resolution platform, including in Lebak Regency. Lebak Regency is one of the administrative regions in Banten Province, with Rangkasbitung as its capital. Geographically, it borders Serang and Tangerang Regencies to the north, Bogor and Sukabumi Regencies to the east, the Indian Ocean to the south, and Pandeglang Regency to the west (Lebak Regency Profile). Administratively, Lebak Regency consists of 28 districts, 340 villages, and 5 urban wards.

The considerable distance between the capital city and peripheral districts poses challenges for residents, particularly those in remote areas, who often feel that their aspirations are recorded but not realized. With the introduction of online public services, residents of Lebak Regency can more easily submit complaints and aspirations to the local government (Sumawijaya, 2019).

However, the utilization of SP4N-LAPOR! in Lebak Regency has not yet reached optimal levels due to limited internet access in remote areas. In addition, many residents with internet access remain unaware of the application’s existence. Based on data from the Lebak Regency Communication and Information Office, a total of 849 public reports have been recorded, including issues related to unequal social assistance distribution, environmental pollution, and damaged public facilities (SP4N-LAPOR Lebak Regency Government).

The Communication and Information Office of Lebak Regency, through its Public Communication Division, has implemented various strategies to address public complaints submitted through SP4N-LAPOR!. Incoming reports are categorized based on handling priority, and citizens can monitor the progress of their reports through the application. These measures are expected to increase public acceptance and utilization of SP4N-LAPOR!, thereby enhancing the effectiveness and efficiency of public service delivery.

RESEARCH METHOD

This study employed a descriptive qualitative approach to examine the natural implementation of SP4N-LAPOR! by the Communication and Informatics Office (Diskominfo) of Lebak Regency. Data were collected through observation, interviews, documentation, and a literature review. The study adopted Creswell’s post-positivist paradigm to understand how SP4N-LAPOR! functions as a communication medium for public service delivery. This research is expected to illustrate how citizens utilize the application to monitor development programs and report irregularities.

Informants were selected using purposive sampling, meaning participants were chosen based on specific considerations relevant to the research objectives. Key informants included the administrator responsible for managing the SP4N-LAPOR! application. Primary informants consisted of Diskominfo staff from the Public Service Information division, while additional informants were community members who actively use the application.

Data analysis followed three stages: data reduction, data display, and conclusion drawing. The findings were then verified using Diskominfo data to strengthen validity. Data trustworthiness was assessed through source triangulation by comparing information obtained from different sources to confirm the accuracy of the findings. Validity in qualitative research does not emphasize a single absolute truth; rather, it focuses on understanding multiple informants' perspectives within their respective social contexts.

RESULTS AND DISCUSSION

SP4N–LAPOR! is an online public aspiration and complaint submission service that is integrated into a tiered complaint management system across all public service providers. Complaints may be submitted by individuals, groups, or legal entities by including the complainant's identity, the substance of the report, the parties involved, the time and location of the incident, and supporting evidence. SP4N–LAPOR! was established to implement the “no wrong door policy,” which guarantees citizens' rights by ensuring that complaints submitted through any channel and of any type will be forwarded to the appropriate public service authority responsible for handling them.

The primary objective of SP4N–LAPOR! is to enable public service providers to manage community complaints in a simple, fast, accurate, comprehensive, and well-coordinated manner. In addition, the platform provides public access for participation in complaint submission and contributes to improving the quality of public services. Currently, SP4N–LAPOR! is connected to 34 ministries, 96 government institutions, and 493 local governments throughout Indonesia.

The Government of Lebak Regency continues to optimize public services by developing innovations through the Public Service Mall, which can be accessed both offline (on-site services) and online. The SP4N–LAPOR! application represents the implementation of this innovation and is managed by the Office of Communication, Informatics, Statistics, and Cryptography of Lebak Regency. As an effort to enhance public service quality, SP4N–LAPOR! functions as an official complaint channel for residents of Lebak Regency.

To ensure effective implementation, the local government continuously strengthens the capacity of human resources responsible for managing SP4N–LAPOR!, including both regency-level administrators and administrators within each regional government unit. In addition, ongoing public outreach and socialization activities are conducted to encourage optimal utilization of this complaint channel, particularly for reporting public service issues provided by the Lebak Regency Government.

In practice, the simple and user-friendly interface of the SP4N–LAPOR! application supports its operational effectiveness. The platform enables citizens to easily submit reports, track the progress of complaints, and receive direct responses from the relevant government agencies, thereby enhancing transparency, responsiveness, and accountability in public service delivery.

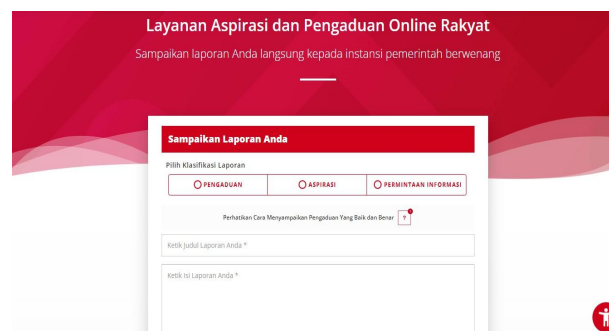


Figure 1. Main Menu Interface of the SP4N–LAPOR! Application

Addressing Community Issues

Addressing community issues in government public communication represents an important strategy for building constructive relationships between government institutions and society. In this context, the government must understand public needs and aspirations in order to provide appropriate and effective responses. The introduction of public service applications that are easy to use and accessible to citizens

constitutes a beneficial innovation for both government and society. Prior to the implementation of such applications, both parties faced various challenges and limitations in providing and accessing public services.

One of the major problems encountered before the adoption of the SP4N–LAPOR! application in Lebak Regency was the ineffective coordination of public service complaint management across regional government agencies. This condition often resulted in duplication of complaint handling, while some reports were left unresolved because they were considered outside the authority of specific institutions. Such circumstances highlighted the urgent need for an integrated public complaint management system. The SP4N–LAPOR! application emerged as a solution by integrating all public service complaint mechanisms into a single system. Through this platform, citizens are assured that complaints of any type will be delivered to the appropriate authorities. The presence of SP4N–LAPOR! also assigns new responsibilities to local governments to develop public services that are more responsive to issues emerging within the community.

In its implementation, SP4N–LAPOR! supports the no wrong door policy, which ensures that every public complaint is verified and subsequently forwarded to the relevant regional government agency with the authority to address it. This mechanism creates a clearer, faster, and more transparent complaint-handling process while simultaneously reinforcing the principles of good governance. Complaint managers in Lebak Regency continue to improve the system by involving the community in the reporting process, ensuring that submitted complaints are addressed in accordance with public needs and expectations. Public involvement in the implementation of SP4N–LAPOR! represents a concrete effort to enhance civic participation and strengthen communication quality between the government and citizens.

Furthermore, the Government of Lebak Regency has strengthened the capacity of human resources at both regency and agency levels to optimize complaint services through the application. These efforts are supported by continuous public outreach to increase awareness and encourage citizens to utilize SP4N–LAPOR! as the official complaint channel. Overall, community issues have been the primary driving factor behind the establishment of SP4N–LAPOR! in Lebak Regency. The application facilitates public aspiration delivery while improving the quality of complaint management. The local government continues to refine the system to ensure that every report is followed up promptly, accurately, and in accordance with citizens' rights.

Opening Space for Dialogue

Public communication actors should not remain confined within rigid and hierarchical bureaucratic cultures. Providing open dialogue spaces between citizens and public officials can foster better governance structures and future conditions (Priyono, 2021). The dialogue space created between the government and society through the SP4N–LAPOR! public service application plays a crucial role in its implementation as a public communication medium for the residents of Lebak Regency.

The SP4N–LAPOR! application has successfully opened constructive dialogue channels between citizens as reporters and the government as complaint managers. Its presence serves as tangible evidence of governmental transparency in the implementation of development programs across various sectors.

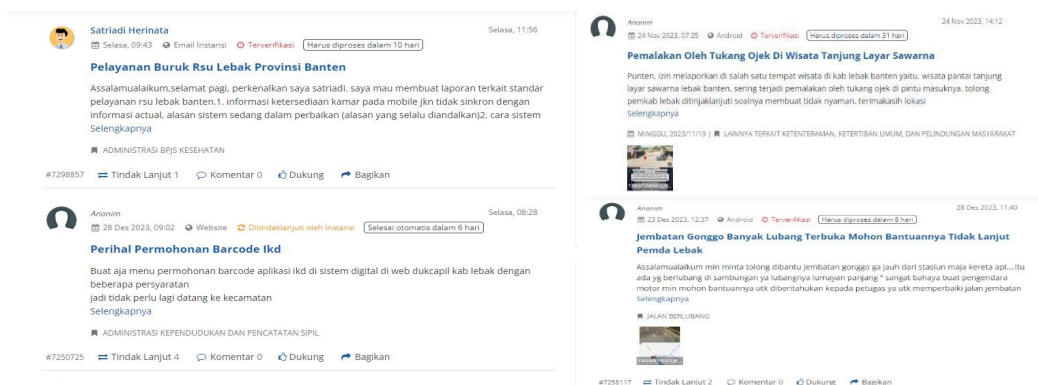


Figure 2. Community Complaint Report Format in the SP4N–LAPOR! Application

User experience findings indicate that the implementation of SP4N–LAPOR! has facilitated the process of submitting complaints and receiving direct feedback from the government. Citizens perceive the application as providing an open space for dialogue, as each submitted report is followed up in a timely and transparent manner. Through the platform, reporters are also able to monitor the progress of their complaints without information being withheld, thereby fostering trust and satisfaction in public participation.



Figure 3. Reports Submitted through the SP4N–LAPOR! Application in Lebak Regency

From the government's perspective, complaint administrators stated that community participation through the application has been functioning well and in line with expectations. A significant number of citizens actively submit reports, and the government remains committed to fostering a more inclusive dialogue space that better reflects public needs and aspirations.

The dialogue space created through the implementation of the SP4N–LAPOR! application in Lebak Regency aligns with the fundamental concept of government public communication proposed by Priyono. The application has served as a platform for two-way communication between the government and the community, enabling the development of improved future governance conditions through transparency and active participation from both parties.

Attractive News Packaging

Within the fundamental concept of government public communication, the packaging of news messages plays a crucial role. Messages delivered to the public should be simple and straightforward, as clarity and conciseness can create stronger appeal for audiences receiving the information (Priyono, 2021). The ease of use of the SP4N–LAPOR! public service application has therefore become a key factor in its implementation. When citizens are able to access and utilize the application easily, it supports governmental transparency in disseminating public information. This aspect of usability aligns with the core principles of government public communication, which emphasize the importance of attractive and easily understood message delivery.

The primary objective of implementing the SP4N–LAPOR! application is to manage public complaints effectively and to promote transparency in information dissemination between government and society. The application functions as a two-way communication bridge that strengthens the relationship between the government and citizens. Direct responses provided by application administrators to public reports demonstrate open communication and reflect the government's commitment to addressing public concerns promptly and accountably. Through this platform, citizens are able to monitor the progress and outcomes of their submitted reports, while the government can deliver real-time updates using available features. This mechanism provides visibility regarding complaint follow-up and reinforces perceptions of openness, transparency, and responsiveness in public communication.

SP4N–LAPOR! also prioritizes the accuracy of complaint handling and the speed of institutional responses, thereby addressing public concerns regarding the quality of report management. In addition to responsiveness, the application's user interface serves as a critical element supporting successful implementation. A clear layout, structured reporting flow, and simple feature access enable citizens to submit complaints, access information, and monitor report progress efficiently. The availability of

complaint status indicators—ranging from unprocessed, under review, to completed—allows users to track the handling of their reports in real time. This demonstrates that application design functions not merely as a technical component, but also as an essential instrument for promoting information transparency, strengthening public participation, and enhancing public trust in government services.



Figure 4. Complaint Submission Page Interface of the SP4N–LAPOR! Application

The simple and user-friendly interface of the SP4N–LAPOR! application contributes significantly to the effectiveness of its implementation, as citizens can easily submit complaints, track report progress, and receive direct responses from relevant government institutions. The intuitive interface enables access by diverse community groups, including younger generations familiar with digital technology as well as residents in rural areas who are newly introduced to digital platforms.

The Government of Lebak Regency actively conducts outreach through various communication channels, such as social media, official government websites, banners, and face-to-face activities at district and village levels, to increase public awareness of the importance of utilizing SP4N–LAPOR! as an official channel for submitting public aspirations. This outreach strategy also involves collaboration with village officials and community leaders, allowing information regarding the application's ease of use to reach broader and more inclusive segments of society. Through this approach, the government not only introduces technological innovation but also fosters a participatory culture in public service processes.

In addition to usability, the government is required to ensure the accessibility of the SP4N–LAPOR! application for all segments of society, including communities with limited internet access. These limitations have not become major obstacles, as administrators continue to expand service coverage and improve the quality of available features. The application allows citizens to access services anytime and anywhere without the need to visit government offices, making the complaint process faster and more efficient.

SP4N–LAPOR! provides several types of services, including supervisory complaints, non-supervisory reports, a Whistleblowing System for reporting alleged criminal acts or abuse of authority by regional officials, and public information request services. The diversity of these services indicates that SP4N–LAPOR! functions not only as a complaint submission platform but also as a mechanism for active public participation in monitoring government performance.

As a practical implementation, residents of Lebak Regency have utilized the application to submit various reports, such as complaints related to road infrastructure, health services, population administration, and oversight of public service practices that do not comply with established standards. Submitted reports are subsequently verified and forwarded to the relevant institutions for follow-up in accordance with applicable procedures. This systematic reporting process demonstrates that SP4N–LAPOR! serves as an effective communication bridge between the community and local government, while simultaneously promoting responsive, transparent, and accountable public service delivery.

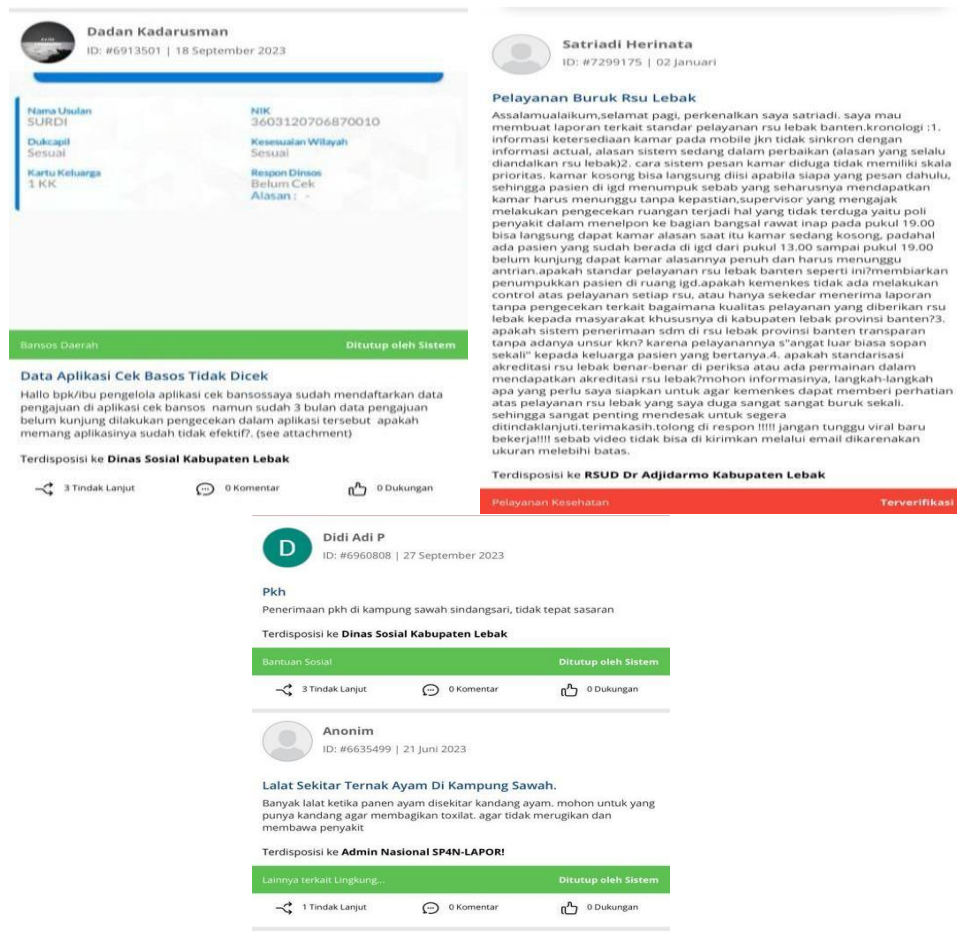


Figure 5. Community Complaint Reports from Lebak Regency in the SP4N–LAPOR! Application

Empowering Content

Each region has different potentials and strengths. Therefore, government reporting has an obligation to play a role in empowering the potentials and capacities of both the community and local government so that they can grow and develop (Priyono, 2021). The Government of Lebak Regency has taken on this role by opening a public space through the SP4N–LAPOR! application, managed by the Office of Communication, Informatics, Statistics, and Cryptography of Lebak Regency. As recipients of public services, citizens have the right to monitor service implementation and provide input to local government. SP4N–LAPOR! serves as an appropriate channel for citizens to submit suggestions, reports, and aspirations directly to the government. At the same time, application managers are responsible for continuously improving the efficiency of public service delivery so that citizens can optimally utilize the application for reporting and expressing aspirations.

SP4N–LAPOR! has become a public service communication medium that facilitates citizen reporting to the government. Citizens can access the service through multiple channels, including the mobile application, the official website, and SP4N–LAPOR! social media accounts professionally managed by the Government of Lebak Regency. Continuous efforts are made to improve service efficiency and quality so that the reporting system operates effectively and produces tangible outcomes. The application enables citizens to report a wide range of issues, from damage to public facilities, difficulties in accessing social assistance, to administrative problems such as errors in issuing essential documents (e.g., identity cards or family cards). Incoming reports are prioritized based on urgency to ensure timely and accurate handling. Through this mechanism, transparency and efficiency in public service delivery are further strengthened.

Exploring Positive Values

The positive values contained in each event and the individuals involved constitute moral messages that should be conveyed by news writers without appearing patronizing (Priyono, 2021). The innovation developed by the Government of Lebak Regency through the SP4N–LAPOR! application reflects positive values that can be directly experienced by both the government as the system administrator and citizens as service users. The application functions as a public service communication medium that supports constructive two-way engagement between the government and the community in Lebak Regency.

These positive values are reflected in the tangible benefits provided by SP4N–LAPOR!. As a public service innovation, the application accommodates and follows up citizen reports directly and promptly. The Government of Lebak Regency receives feedback on public service implementation through citizen submissions, which is then used as the basis for evaluation and future service improvement. The practical benefits experienced by both administrators and users indicate that SP4N–LAPOR! has introduced a positive and innovative transformation. Its implementation has significantly enhanced governmental transparency and accountability in the public's view. Moreover, the application has improved the effectiveness of public services. Direct feedback mechanisms help the government better understand field conditions and citizen needs, allowing responses to be delivered more quickly and accurately.

These positive impacts are evident in the delivery of public services in Lebak Regency. Citizens can submit complaints or provide suggestions through the application, and these reports are responded to openly by the Office of Communication, Informatics, Statistics, and Cryptography of Lebak Regency. Citizen complaints are followed up with concrete solutions, enabling citizens to feel supported and perceive that services align with expectations.

Application of Diffusion of Innovations Theory

According to Everett M. Rogers, diffusion of innovations theory explains how new ideas, products, or positive behaviors spread through a community or social system. The theory identifies several factors influencing how quickly an idea or behavior is adopted. The adoption of new ideas or diffusion of innovations depends on the characteristics of the innovation, communication channels, time, and the social system. Furthermore, Schiffman and Kanuk (2010) propose five diffusion characteristics as indicators for assessing the extent to which the SP4N–LAPOR! application has been implemented at Diskominfo Lebak Regency. These indicators include:

1) Relative Advantage

Rogers defines relative advantage as the degree to which an innovation is perceived as better than the idea it supersedes. The benefits of an innovation may be assessed through economic value or through factors such as social status, convenience, satisfaction, or the presence of important features that facilitate activities. The greater the perceived benefit for users, the faster the innovation tends to spread.

In the context of public services in Lebak Regency, SP4N–LAPOR! represents a digital innovation that offers various advantages for citizens as service recipients. The application makes the process of submitting complaints and aspirations easier, faster, and more targeted. Citizens no longer need to visit government offices in person; instead, they can report issues via smartphones or computers. The government also benefits significantly, as it receives citizen input directly and systematically, which can be used for evaluation and service improvement. The application administrators of SP4N–LAPOR! in Lebak Regency noted that this innovation helps the government understand community needs more quickly and accurately, enabling timely follow-up with appropriate solutions.

Following the introduction of SP4N–LAPOR!, citizens have become more encouraged to actively report problems in their surroundings. This accessibility indirectly strengthens citizens' sense of empowerment because they have an official channel to submit reports and aspirations. SP4N–LAPOR! functions as a participatory tool that accelerates complaint resolution and promotes increased transparency and accountability in local government service delivery.

2) Compatibility

Rogers describes compatibility as the degree to which an innovation is consistent with users' values, experiences, and needs. Innovations that do not align with users' norms and values tend to be adopted more slowly than those that fit existing expectations.

As a platform based on online communication, SP4N-LAPOR! must align with user needs and expectations. The Office of Communication, Informatics, Statistics, and Cryptography of Lebak Regency plays an important role in ensuring such compatibility. Complaints and aspirations submitted through the application must be managed carefully and selectively to ensure appropriate follow-up. In this way, alignment can be maintained between the application's function as a complaint channel and public expectations.

Application managers emphasize their commitment to delivering the best service and responding to reports quickly and accurately. This effort aims to ensure that SP4N-LAPOR! effectively meets the needs of Lebak residents in expressing complaints, suggestions, and aspirations regarding public services. Through consistent and responsive implementation, SP4N-LAPOR! has demonstrated compatibility with citizen expectations for technology-based public service innovation.

3) Complexity

Complexity refers to the degree to which an innovation is perceived as difficult to understand and use. Innovations that are easier to understand and operate tend to spread more quickly.

In managing SP4N-LAPOR!, the Office of Communication, Informatics, Statistics, and Cryptography of Lebak Regency faces notable complexities. A key challenge is limited human resources available to manage and follow up the growing number of citizen reports each year. The increasing volume of reports is not proportional to the number of staff responsible for processing, verifying, and forwarding reports to relevant agencies. As a result, report follow-up may sometimes take longer than expected.

In addition, successful implementation depends heavily on strong local government support, including enabling policies, adequate budget allocation, and continuous capacity building. Without such support, application management becomes more complex and may hinder effective service delivery. Another complexity involves coordination with relevant regional government agencies (OPD). In some cases, delayed responses occur due to suboptimal internal coordination mechanisms. These challenges indicate that while SP4N-LAPOR! offers substantial benefits, its success depends on organizational readiness, human resource capacity, and strong institutional support.

4) Trialability

Trialability refers to the extent to which an innovation can be tested by users. Innovations that can be tried are generally adopted more quickly than those that cannot.

Before SP4N-LAPOR! was widely implemented and socialized to the public, the local government assigned full responsibility to the Office of Communication, Informatics, Statistics, and Cryptography of Lebak Regency to ensure readiness. As an initial step, training sessions and technical meetings were conducted to enhance technical and managerial capacity in managing SP4N-LAPOR!, including learning best practices from regions that had implemented similar technology-based public complaint systems earlier.

Administrators actively participated in training and coordination forums with other communication agencies and relevant institutions. Through these activities, they gained knowledge about application mechanisms, report management strategies, and approaches to improving responsiveness. Direct guidance from the local government was also provided to ensure that implementation complied with procedures. These trial and preparation stages indicate that SP4N-LAPOR! was not introduced abruptly, but through systematic readiness efforts, enabling easier public adoption once introduced on a broader scale.

5) Observability

Observability refers to the extent to which the results of an innovation are visible to others. Innovations with outcomes that are easily observed tend to be adopted more rapidly.

In monitoring and evaluating SP4N-LAPOR!, the Office of Communication, Informatics, Statistics, and Cryptography of Lebak Regency continuously coordinates with the Organization and Governance Division of the Lebak Regency Secretariat, which previously supervised the application. This coordination aims to prevent management errors and maintain consistency in operating procedures.

Collaboration has also been conducted with USAID ERAT to strengthen the public service complaint system in the region.

Through intensive coordination, the management process of SP4N-LAPOR! has become relatively easy to observe and control by administrators. No major operational barriers were identified, indicating that the observability aspect of innovation implementation has been achieved. This suggests that the performance of SP4N-LAPOR! as a public service communication medium in Lebak Regency can be monitored clearly from both technical and institutional perspectives, supporting implementation effectiveness in practice.

CONCLUSION

The implementation of the SP4N-LAPOR! application as a public service communication medium in Lebak Regency was examined using the basic concepts of government public communication, which include several indicators: addressing community issues, opening space for dialogue, attractive news/message packaging, empowering content, and exploring positive values. Based on informant responses, the assessment of SP4N-LAPOR! was predominantly positive. Informants indicated that the application has functioned effectively as a communication bridge between citizens and the local government, enabling constructive interaction and facilitating collaborative problem-solving in addressing public issues.

In addition, the implementation of SP4N-LAPOR! was analyzed using the Diffusion of Innovations framework, which consists of relative advantage, compatibility, complexity, trialability, and observability. Responses from all informants reflected positive perceptions across these indicators, suggesting that SP4N-LAPOR! provides practical benefits by making it easier for citizens to submit reports and complaints related to development and public service delivery in Lebak Regency. Citizens reported feeling supported because the application simplifies the process of conveying complaints and aspirations to the government. However, based on the researcher's evaluation, public outreach and socialization regarding SP4N-LAPOR! should be further strengthened so that more community members can become aware of the platform and engage more effectively with the government through the application.

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