

## Governance of Public Service Complaint Handling Through the Jabar Saber Hoaks

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### ABSTRACT

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Public service complaints are an important instrument in realizing transparent, participatory, and accountable governance. This study aims to analyze the governance of public service complaints through the Jabar Saber Hoax website as a communication medium between the community and the West Java Provincial Government. The research method used was qualitative descriptive with data collection techniques in the form of observation, interviews, and documentation during the internship at the Jabar Saber Hoax Unit. The result of the study show that the Jabar Saber Hoax website supporting transparency, public participation, and accurate information delivery through a digital-based complaint system. In its implementation, there are still several obstacles, such as limitation of people's digital literacy, delays in responding to complaints, and limited supporting features on the website. Therefore, it is necessary to strengthen the complaint management system, increase human resources and develop more inclusive and responsive features to increase the effectiveness of public service complaint and strengthen public trust in digital-based government services. This study highlights the importance of integrating inter-agency coordination and adopting adaptive governance approaches to ensure faster and more effective complaint resolution. The utilization of data analytics and feedback mechanisms can also enhance decision-making processes and improve service quality continuously. In addition, strengthening public outreach and digital education programs is crucial to ensure that all segments of society can access and utilize the platform effectively.

### INTRODUCTION

Public information disclosure and citizen participation are essential to advancing transparent and accountable governance. In the context of rapid technological development, governments are increasingly expected to leverage digital channels to enable two-way communication with the public. One key application of this digital transformation is the provision of online public service complaint platforms, which allow citizens to submit complaints, reports, and aspirations more conveniently and efficiently.

As stipulated in Presidential Regulation No. 76 of 2013, a public service complaint refers to the submission of grievances regarding services that fail to meet established standards or involve misconduct by public service providers. Beyond serving as an outlet for public dissatisfaction, complaint mechanisms also function as an avenue for citizen participation in monitoring and assessing government performance. Accordingly, public service complaint systems represent an important indicator of Good Governance, particularly in terms of transparency, accountability, participation, and responsiveness.

The Government of West Java Province has introduced Jabar Saber Hoaks as one of its public service complaint channels, managed by the West Java Provincial Office of Communication and Informatics. Established in 2018, Jabar Saber Hoaks initially focused on clarifying and countering misinformation and hoaxes. Over time, in response to shifting public needs, its role has expanded beyond hoax verification to become a two-way communication platform through which

citizens can raise complaints related to public services, government agencies, and regional government programs via multiple channels, including the official website.

The Jabar Saber Hoaks website forms part of West Java's broader digital governance agenda, particularly in strengthening the management of public service complaints at the regional level. Through this platform, citizens can submit complaints, upload supporting evidence, and track follow-up actions online. Nevertheless, several challenges remain, including limited public outreach, uneven digital literacy, the absence of inclusive features for persons with disabilities, and suboptimal government responsiveness. These constraints may undermine public trust and reduce citizen engagement with digital complaint mechanisms.

Against this backdrop, this study examines the governance of public service complaints through the Jabar Saber Hoaks website. The study seeks to assess the effectiveness of complaint management, identify key implementation challenges, and propose recommendations to enhance the responsiveness, inclusivity, and sustainability of the system.

From a theoretical perspective, the governance of public service complaints can be analyzed through the lens of digital governance and collaborative governance frameworks. Digital governance emphasizes the use of information and communication technologies to improve public service delivery, increase transparency, and foster citizen engagement. Meanwhile, collaborative governance highlights the importance of coordination among government agencies, stakeholders, and the community in addressing public issues, including

complaint handling. The integration of these approaches is crucial in ensuring that complaint systems function not only as administrative tools but also as participatory platforms.

In addition, the effectiveness of complaint handling systems is closely linked to institutional capacity, including the availability of human resources, technological infrastructure, and standard operating procedures. A well-functioning complaint system requires timely responses, clear verification mechanisms, and proper coordination among relevant government units. Without these elements, complaints may remain unresolved or experience significant delays, ultimately reducing public satisfaction and trust in government institutions.

Inclusivity remains a key concern in the implementation of digital complaint platforms. Not all segments of society have equal access to digital technologies or possess the necessary digital literacy to utilize such platforms effectively. Therefore, efforts to bridge the digital divide—through public education, user-friendly interfaces, and alternative offline channels—are essential to ensure that complaint mechanisms are accessible to all citizens, including marginalized and vulnerable groups.

Another important aspect is the role of feedback and evaluation mechanisms in strengthening the sustainability of complaint systems. Continuous monitoring, data analysis, and user feedback can provide valuable insights into recurring issues, service gaps, and areas for improvement. By incorporating these insights into policy and decision-making processes, governments can enhance the quality of public services and build a more responsive governance system.

Strengthening the governance of public service complaint handling through platforms such as Jabar Saber Hoaks is not only a technical endeavor but also a strategic effort to promote democratic values and public trust. By ensuring transparency, responsiveness, and inclusivity, digital complaint systems can serve as a bridge between the government and citizens, contributing to more effective, accountable, and citizen-centered public service delivery in the digital era.

## RESEARCH METHODS

This study employed a descriptive qualitative approach to portray the implementation of public service complaint management through the Jabar Saber Hoaks website under the West Java Provincial Office of Communication and Informatics. The research was conducted in Bandung City, West Java Province, Indonesia. Data were collected through participant observation, interviews, and documentation. The data sources consisted of primary and secondary data. Primary data were obtained through direct observation of the complaint management workflow, participation in the unit's operational activities, and interviews with staff involved in managing complaints and administering the Jabar Saber Hoaks website. Key informants included the Data Management and Dissemination Officer, the field supervisor (Video Editor), and the Data Analyst and Website Administrator of Jabar Saber Hoaks. Secondary data were derived from internal documents, publication archives, operational guidelines, and official online sources, including the websites of the West Java Office of Communication and Informatics and Jabar Saber Hoaks, official social media accounts, as well as relevant scholarly literature on public service management.

Data analysis was conducted through the stages of data reduction, data validation, data presentation, and conclusion drawing, resulting in a systematic description of the governance of public service complaints through the Jabar Saber

Hoaks website. To ensure the accuracy, objectivity, and trustworthiness of the findings, this study applied data validity techniques, particularly triangulation. Triangulation was used to examine the same phenomenon from multiple perspectives and to enhance the credibility of the research (Vera Nurfitriani et al., 2024).

## RESULTS AND DISCUSSION

### Institutional Overview and Object of Study

This study was conducted at the West Java Provincial Office of Communication and Informatics (*Dinas Komunikasi dan Informatika Provinsi Jawa Barat / Diskominfo Jabar*), a regional government agency that plays a key role in managing public communication, information technology, cryptography, and statistics. Diskominfo Jabar performs strategic functions in supporting digital-based governance and ensuring that public information is delivered to citizens in a timely, accurate, and accountable manner.

Organizationally, Diskominfo Jabar consists of the Head of the Office, the Secretariat, and several technical divisions, including E-Government, Informatics Applications, Public Information and Communication, Information Security, Statistics, and a Digital Services UPTD (technical implementation unit). The primary object of this study is *Jabar Saber Hoaks (JSH)*, a service unit under Diskominfo Jabar established in response to the increasing spread of false information in the digital sphere. JSH was officially launched on 7 December 2018 and functions as a platform for receiving hoax reports, verifying information, publishing clarifications, and promoting digital literacy among the public. In its operations, JSH is supported by three main teams: the Fact-Checking Team, the Social Media Team, and the Website Management Team.

In its development, Jabar Saber Hoaks has expanded its functional scope beyond misinformation verification into a broader public communication and complaint-handling platform. This transformation reflects the increasing demand for integrated digital services that not only provide accurate information but also accommodate public grievances related to government services. As such, JSH now operates as a hybrid platform that combines information clarification with public complaint management, positioning it as an important instrument in digital governance at the regional level.

Operationally, the workflow of JSH involves several stages, including the receipt of reports or complaints, initial screening and categorization, verification or validation processes, coordination with relevant government agencies, and the dissemination of responses or clarifications to the public. This multi-stage process requires effective coordination across internal teams as well as with external stakeholders, ensuring that each complaint or report is addressed accurately and responsibly. The integration of these processes highlights the importance of structured governance mechanisms in managing digital-based public services.

Moreover, the effectiveness of JSH as an object of study lies in its ability to represent the intersection between digital communication, public participation, and government responsiveness. As a platform that directly engages with citizens, JSH provides valuable insights into how public complaints are processed, how information is verified, and how government institutions respond to public concerns in real time. This makes it a relevant and significant case for analyzing the governance of public service complaint handling in the context of digital transformation.

However, despite its institutional strengths, JSH also faces several operational challenges, including limitations in human resources, the increasing volume of incoming reports, and the need for continuous technological upgrades. These challenges underline the importance of strengthening institutional capacity, enhancing inter-agency collaboration, and improving system integration to ensure that JSH can function optimally as a reliable and responsive public service platform.

### **Implementation of Complaint Management through the Jabar Saber Hoaks Website**

Based on observations and analysis, complaint management through the Jabar Saber Hoaks website follows a structured workflow. The process begins with the receipt of reports from the public, followed by verification and the drafting of clarification statements, visual content production, and the publication and maintenance of information on the website. In addition, the team monitors public interactions and evaluates responses through citizen satisfaction surveys.

Overall, the JSH website functions not only as a channel for disseminating clarifications but also as a digital archive that strengthens information transparency. Through systematic presentation of verified clarification content, the public can access fact-checked information more easily and use it as a reference to counter misinformation circulating on social media. The implementation of complaint management through the JSH website reflects the application of digital governance principles, particularly in terms of transparency, responsiveness, and efficiency. The use of an online platform enables faster communication between the public and the government, reducing bureaucratic delays commonly found in conventional complaint mechanisms. This contributes to a more dynamic and interactive model of public service delivery.

The success of the complaint management process is highly dependent on the coordination between internal teams and external stakeholders. Effective collaboration with relevant government agencies is essential to ensure that complaints are accurately addressed and followed up with appropriate actions. This inter-agency coordination also plays a crucial role in maintaining the credibility of the information provided to the public. Another important aspect is the role of technology in supporting the verification and dissemination process. The integration of digital tools, such as content management systems and social media analytics, enhances the ability of the JSH team to track information trends, identify misinformation patterns, and respond proactively. This technological support allows for more data-driven decision-making and strengthens the overall performance of the complaint management system.

Several challenges remain in the implementation process, including the increasing volume of incoming reports, the need for faster response times, and limitations in system features. These challenges highlight the necessity for continuous system improvement, including the development of automated response mechanisms, enhanced user interfaces, and better integration with other government complaint platforms. Addressing these issues is essential to ensure that the JSH website can operate as an effective, reliable, and sustainable digital complaint management system.

The sustainability of complaint management through the JSH website depends on continuous capacity building and institutional strengthening. Training programs for staff, particularly in digital verification techniques, data analysis, and public communication, are essential to maintain the quality

and credibility of services. Strengthening human resources will enable the team to handle complex cases more efficiently and respond to public complaints in a more professional and timely manner.

Equally important is the need to enhance public engagement strategies to increase awareness and utilization of the platform. Many citizens may still be unaware of the existence or functions of the JSH website, which can limit its effectiveness as a complaint channel. Therefore, proactive dissemination through social media campaigns, community outreach, and collaboration with local institutions is necessary to ensure broader public participation and inclusivity.

Continuous evaluation and innovation are crucial to ensure that the complaint management system remains adaptive to evolving public needs and technological developments. Incorporating user feedback, improving system usability, and integrating emerging technologies such as artificial intelligence for automated filtering and response can significantly enhance service performance. By doing so, the JSH website can further strengthen its role as a responsive, transparent, and citizen-centered digital governance platform.

### **Discussion of Implementation Based on George C. Edward III's Framework**

To assess the quality of implementation in managing complaints through the JSH website, this study applies George C. Edward III's policy implementation framework, which highlights four key variables: communication, resources, disposition, and bureaucratic structure. These variables were used to evaluate how the implementation of digital public services—particularly hoax handling—can be effectively carried out.

**Communication**, the findings indicate that the JSH website provides relatively clear service information, including the service objectives, the hoax reporting form, and supporting features such as complaint tracking and citizen satisfaction surveys. These features offer space for public engagement while promoting transparency in the report-handling process. In Edward III's framework, communication is essential to ensure that policy implementation is properly understood and executed. The clarity of information on the website supports effective communication. However, consistency in message delivery can still be improved, particularly to ensure alignment between information presented on the website and that disseminated through social media. Inconsistent messages may create differing public perceptions and reduce the website's effectiveness as a primary reference for verified clarifications.

**Resources** In terms of resources, JSH demonstrates a relatively clear division of roles, covering complaint management, fact-checking, social media handling, graphic design, video editing, and website administration. Digital infrastructure support—such as servers, workspaces, and operational equipment—also facilitates verification processes and content production. From the perspective of Edward III's theory, adequate resources are crucial to maintaining stable policy implementation. The findings suggest that JSH possesses sufficient basic resources. However, in certain situations, staff members are required to handle multiple roles when complaint volumes increase. This indicates that existing resources may be limited in responding to surges in service demand. Therefore, strengthening human resource capacity and improving workload management are necessary to enhance service responsiveness.

**Disposition (Implementers' Commitment and Integrity)**, the study shows that the JSH team demonstrates strong commitment in delivering the service, as reflected in the application of layered standard operating procedures (SOPs) and a cautious approach prior to publishing clarifications. Verification is conducted using credible sources and maintains neutrality to avoid biased or partisan conclusions. According to Edward III, implementers' disposition determines whether a policy is carried out earnestly. In this case, the disposition of JSH implementers contributes to service credibility because accuracy is prioritized. Nevertheless, strict verification procedures may affect response speed. This suggests that while commitment and integrity are strong, they need to be supported by systems or technologies that accelerate processes while maintaining responsiveness.

**Bureaucratic Structure**, the analysis indicates that JSH has a relatively clear bureaucratic structure and workflow, particularly through its SOPs for complaint handling. Each stage—from report receipt to publication—has organized functional assignments, enabling consistent operational processes. In line with Edward III's framework, a well-defined bureaucratic structure improves coordination and reduces potential errors in implementation. However, an overly layered structure may lengthen the time required to complete report handling. Therefore, time-monitoring mechanisms and system innovations are needed to streamline processes without compromising verification quality.

**Implementation Constraints and Challenges**, this study identified several major challenges in implementing the JSH website. First, outreach and public socialization regarding website use remain uneven, particularly among community groups with limited familiarity with digital technology. Second, the website has not fully provided accessibility features for persons with disabilities, such as adjustable text size, color contrast options, or screen reader support. Third, the use of artificial intelligence (AI) to assist with report detection or classification remains limited. Fourth, delays in responding to reports may still occur due to time-consuming verification processes, especially when the number of complaints increases significantly. When viewed through public service principles, these challenges indicate that the digital service requires continuous improvement to become more inclusive, accessible, and responsive. Response speed and ease of access are critical factors influencing public trust in the government as a provider of public information services.

**Strengthening and Development Strategies**, based on the findings and discussion, strengthening the implementation of the JSH website can be pursued through several strategies, including improving internal operational management (increasing staff capacity and establishing response-time standards), strengthening collaboration with multiple stakeholders (academics, literacy communities, and digital platforms), and securing budgetary support for system and infrastructure development. These strategies are important to enable JSH to deliver a hoax clarification service that is faster, more accurate, and more inclusive for all segments of society.

Overall, the findings indicate that the Jabar Saber Hoaks website functions as a digital public service platform for managing hoax-related complaints and disseminating verified clarifications to the public. Analysis using George C. Edward III's implementation framework shows that communication, resources, implementers' disposition, and bureaucratic structure have generally been well implemented through standardized SOPs and clear coordination mechanisms. However,

challenges remain, including limited public outreach, insufficient accessibility features, suboptimal use of AI, and delays in response due to high workloads and complex verification procedures. Therefore, strengthening operational management, enhancing technological support, fostering cross-sector collaboration, and increasing development funding are key recommendations for improving the effectiveness and quality of the JSH website.

## CONCLUSION

The findings indicate that the Jabar Saber Hoaks website has functioned as a digital public service platform for managing hoax-related complaints and disseminating clarifications to the public. Drawing on George C. Edward III's policy implementation framework, the study shows that the key dimensions of communication, resources, implementers' disposition, and bureaucratic structure have generally been implemented effectively, supported by standardized SOPs and clear operational coordination.

Nevertheless, several challenges remain, including limited public outreach and service socialization, insufficient accessibility features, underutilization of AI to support complaint classification and detection, and delays in response resulting from high workloads and complex verification procedures. Therefore, strengthening internal operational management, enhancing technological support, fostering cross-sector collaboration, and increasing development funding are critical recommendations to improve the overall effectiveness and service quality of the Jabar Saber Hoaks website.

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