



Public Services Communication Strategy For The Medan Marelan Camat Office (S-O-R Theory Study)

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ABSTRACT

The purpose of this study is to determine the communication strategy of public services at the Medan Marelan District Office. This research uses communication theory, communication strategy, public service, and S-O-R theory. This research is a type of qualitative research with a descriptive research design, including data collection, production of oral and written data, and direct data collection from the research location. The main and secondary data sources consist of eight informants. Interviews, observations, and documentation were used for data collection, while the data analysis procedures included data reduction, data presentation, and drawing conclusions. Researchers used triangulation of data, procedures, and time to validate the data. Based on the research results, the public service communication strategy is based on the communicator, communication message, communication media, and the intended audience. The public's reaction to the services provided by the Medan Marelan Village shows that the Medan Marelan Village provides excellent and comprehensive service to the community as service recipients, but indeed there are still a few problems with the timeliness of completing services, this is due to network disturbances or when the lights go out. However, only one or two of these were found, the rest of the service officers have been very maximal in providing public services.

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1. INTRODUCTION

Public reactions which differ quite often explain that various types of public services have experienced a decline, which are basically separated by a large number of inconsistencies in public services. Service systems and procedures are complicated, and human resources are slow in offering any type of assistance, expensive, closed, discriminatory, and perfected not to serve but to be served as part of public services where many are displayed. The author finds local area

problems related to public assistance correspondence procedures. Matters where regarding the public service is about the time of service, the community does not get certainty from the employees of the Medan Marelan Sub-District Office about how long it takes to complete the service where they need it, so that individuals feel hesitant to come to the service place because they have to spend money and energy. where not a little to find out that the service where it is needed has been completed. This must be seen from the completion of the e-KTP service which takes weeks, months to years. No exception when taking care of Family Cards, Birth Certificates, Land Certificates, and Building Permits. People don't know how much money they have to pay to take care of their needs. This can result in illegal levies, which are often used by service personnel.

The next problem is that the community must accept that there are work errors, for example writing wrong names, addresses, birth dates and numbering after receiving their service products. This has a bad effect on communication strategies and the image of service employees at the Medan Marelan District Office. The third concern is the courtesy of sub-district officers to the visiting community. Officers who don't smile at customer service, officers who chat with other officers about things that are not related to the service that has been offered, and people who receive services that are not served effectively are examples of this unfriendliness. Moreover, there are officers who do not pay attention to the community and want to provide services but do not know how. Customers who expect good service are affected by this unresponsiveness, which has a major impact on service communication. This can be seen, for example, in public opinion regarding complaints or complaints from the public, such as procedures and working mechanisms of complicated, closed, minimal information, minimal accommodating, lack of consistency, and having facilities, limited service facilities and infrastructure, thus causing uncertainty. law, time, and cost), as well as many illegal levies and acts which indicate irregularities. Likewise, when communicating with other people in the public sector, politeness, friendliness, speed in providing services, alertness or response, and enthusiasm when interacting with services, as well as kindness in serving others, are all good deeds that must be shown.

A communication plan is essential for a service-oriented company to fulfill its goals. Communication strategy is a road map for communication planning (communication planning) as well as communication management (communication management) in order to achieve a goal. It is mandatory to be able to explain how tactical operations must be carried out, meaning that the approach (approach) can change at any time according to conditions and circumstances (Effendi, 1981: 84). District officials must be able to communicate with each other. Communication skills are very important in government administration, especially in the implementation of community service projects. Therefore, improving communication skills for each sub-district apparatus is very important. The application of communication where effective as well as efficient is part of the step where it can be implemented. The village government must be able to interact socially, both verbally and non-verbally, with people from various social backgrounds. For example, the ability to communicate about how to properly manage population management and the conditions required to do so. To improve services, district officials must also be able to listen. External relations (communication between sub-district apparatus) and external relations require listening skills to understand the feelings, desires, and goals of others (communication with the community). For this reason, researchers are interested in conducting research at the Medan Marelan District Office because the above explanation shows us it is important for research with the title "Communication Strategy for Public Service Medan Marelan District Office (S-O-R Theory Study).

S-O-R Theory

Psychology gave birth to the S-O-R hypothesis, which stands for Stimulus-Organism-Response, developed in psychology. It is not surprising that it developed into a communication theory because the material object of psychology and communication science is the same: human beings whose soul consists of attitudes, opinions, behavior, cognition, affection, and connotations. The effect created by this response stimulus is a unique reaction to a unique stimulus, allowing a person to predict and evaluate the suitability of the message and the response of the communicant. The following are the components in this model:

- a. Message (Stimulus)
- b. Communicant (Organism)
- c. Effect (Response)

The model explains that communication is a process of action. This concept assumes that certain vowel phrases, nonverbal cues, and symbols will elicit a response from others. The theory of SOR (Stimulus, Organism, Response) underlies this research, according to McQuail (2010: 467), which claims that the quality of stimuli that communicate with organisms affects the reasons for changing attitudes. Each process of media effects on individuals must begin with attention or exposure to media messages, according to this theory this public service is the intended answer. According to this hypothesis, behavior can only change if the stimulus (stimulus) delivered is significantly greater than the original stimulus. A stimulus that can outperform the initial stimulus requires that the stimulus presented entice this creature, and reinforcement is essential.

Communicants can accept or reject the stimulus or message sent to them. If the communicant's attention is focused, then communication will occur. communicant realized the following steps. The procedure continues with this communicant ability. There is a willingness to change attitudes after absorbing and accepting it. The quality of the stimulus (stimulus) that communicates with the organism is considered to be the cause of behavioral change. The success of changing the behavior of a person, group, or society is strongly influenced by the quality of communication sources, such as determination, leadership, and speaking style. SOR theory (Stimulus, Organism, Response) describes the stage of communication which produces a unique response that anticipates and evaluates the impact of the message on the communicant. The elements of this model are the message (Stimulus), the communicant (Organism), and the effect (Response) (Effendy, 2003:254). The how part of the communication process about attitude modification is more important than the what and why. It is clear how to communicate, in this case how to change one's attitude, the attitude of the communicant. It seems that attitudes can change only if the stimulus that affects them is significantly stronger than the original. In his book *Human Attitudes, Changes, and Measurements*, Prof. Dr. Mar'at mentions Hovland, Janis, and Kelley.

Communication Strategy

The communication strategy includes a communication plan. Obviously, when designed, it will take into account the origin of the message, the procedure for processing the message, and how the message is used in the communication process.

Consequently, in terms of the nature of communication strategy, its existence depends on or is related to various forms of communication planning. Communication planning is an investigation of communication arrangements. In addition to the characteristics of the communication strategy above, the existence of this strategy reflects the epistemology of all implementations of models, theories, and types of communication in order to master the communication environment and achieve superior communication goals. The essence of communication strategy is intrinsically

intrinsic to all communication actors, but is preceded by strategic concepts held by organizational executives (Suryadi, 2018: 10).

Public service

The ability of government officials to provide public services to the community is a direct result of their role as public employees, so that their position in public service delivery becomes very significant because it affects how much service the government can provide to the community. The best public service and the extent to which the state has succeeded in fulfilling its mandate in accordance with the objectives of the establishment of public services is the heart of democracy in contemporary countries. Public services provided as a consequence of deliberative (democratic) decision-making are the essence of contemporary democracy. The level of quality of the implementation of a country's democracy is reflected in the performance of its public services. The quality of democracy is measured not only from procedural democracy, but also from the outputs and outcomes of democracy. Democracy is a technique to achieve a clear and measurable level of service for public rights in public services.

2. RESEARCH METHODE

In the book Gunawan, Bogdan & Taylor (2013:87) states that qualitative research collects descriptive data about the environment and humans (overall). Qualitative research explains that none of the above is measured. Researchers review, compare, and identify trends in the original data (not transformed into numbers). The results of the data analysis are in the form of a narrative description of the scenario. The respondent's knowledge and the capacity of the researcher to analyze it determine the qualitative research. That is, the challenges faced in sampling are determined by the need for researchers to gather comprehensive and sufficient information to meet their research objectives and concerns. located on Jl. Captain Rahmad Buddin No. 1900, Falls, Kec. Marelann Field. Done during working hours and weekdays. In this study, the informants included 8 (eight) people namely the Head of the General Government Section of the Medan Marelann Sub-district Office, 2 (two) people who worked as public service officers at the Medan Marelann District Office, and 5 (five) people who used public services in Medan Marelann District Office There are three stages of research: pre-field, field, and data analysis. . In practice, both interview and observation can be used simultaneously. Trust between researchers and interviewees is very important (Sugiyono, 2012: 239).

3. RESULT AND ANALYSIS

The S-O-R theory in this study, which is the stimulus here, means that the type of service provided by the Medan Marelann sub-district office is in the form of serving the community responsively and quickly and can provide clear information with a polite and sincere attitude to help the community in getting good public service results. In the public service process, the intended messages are messages or information and explanations relating to various matters regarding public services. For example, messages or information regarding service prices, specifications, guidelines, turnaround times, and other factors. (Hardiyansyah, 2015:37). The stimulus delivered by the service officers of the Medan Marelann Sub-District Office can be measured through indicators, namely: 1. Serving quickly Serving quickly and responsively is a must that is carried out by the service officers of the Medan Marelann Sub-district Office, because with officers doing fast service it will make service users are interested in the service. The speed of the officers at the Medan Marelann Sub-District Office, has done and completed quickly. This

is based on an interview obtained from Rica Novraty as a service officer for the Medan Marelan District Office, that: "Every management has a receipt, and the receipt contains the date of collection and the date of application. Of most who take care, one or two are not on time, not all, most are on time. Because it depends on the network. So we have done our best to provide speed in the completion of service results to the community. With that from most we do it quickly and on time". Mrs. Rica Novraty's opinion was added by Dinda Amanda as a service user at the Medan Marelan Sub-District Office, namely: "Yes, do it quickly, madam, as long as our requirements are complete, surely the officers will help and complete the services we need". Some of the opinions above are reinforced by observation activities which show that service officers speed up the process of completing services to service users. Even though, as the officer said, there were a few things that weren't right, but there were only a few, at least one or two. This is due to network problems. Speed in the process of completing this service is needed by service users so that they don't feel like they have to wait too long or take a long time to take care of their needs at the Medan Marelan Sub-District Office.

2. Polite language A service officer must be kind and polite when serving service users, because the friendliness and courtesy of the officers make service users feel satisfied with their behavior. Friendly people are sensitive to the needs of others. In addition to friendliness, service personnel must also show courtesy when providing services. According to the findings of the researcher, it shows that the service officers have fully provided friendliness to service users, although there are still some officers who chat with their friends during the service process. That way the service officer makes service users feel unappreciated by the service officer. For the courtesy of service officers at the Medan Marelan Sub-district Office, it is good, because they serve every service user politely. So that service users look happy with the courtesy provided by service officers. Friendliness and courtesy in the service process are very important to serve service users. This is done so that service users are satisfied with the services provided by service personnel.

3. Readiness and Skills The service officers of the Medan Marelan Sub-District Office have carried out their readiness and skills when serving people who want to get and complete the services needed. This is reinforced by the interview with Mr. Dedi Anggara, S.Pi. MAP as Head of Governance at the Medan Marelan Sub-District Office: "Yes, we are ready, our officers have been around for a long time, they have integrity in providing services to the community. Because it was from me that before I served here, service officers had existed before, of course this made them understand more about their readiness and skills. And the dukcapil officers always provide information to our service officers regarding new information related to these services. The above is also from the results of observations carried out by researchers at the Medan Marelan Sub-District Office who have made readiness and skills, it can be seen from the service officers who are responsible for always being in place when people want to get services.

4. Convenience of a place to perform services Convenience of a place is very important in the service process for service users, because with a comfortable place service users will feel comfortable while waiting for the call queue from service personnel. The sub-district as a service provider must also provide a clean, neat, and orderly space, a waiting room that is not crowded and sufficient chairs, as well as supporting facilities such as television, so that service users feel comfortable while waiting in line.

Observations show that the convenience of the service area at the Medan Marelan District Office includes a waiting room, lots of waiting chairs, television, and a clean, neat, and orderly atmosphere for service providers. Providers must ensure a convenient location for service recipients. If the service area is sufficient, the service customer will feel comfortable.

5. Facilities that make it easier for the Medan Marelan sub-district office to provide facilities that make it easier to print Family Cards and Identity Cards. This was conveyed by Dedi Anggara, S.Pi. MAP as

Head of Administration at the Medan Marelan Sub-District Office: "Our cooperation with the Population Service in printing Family Cards and Identity Cards, as you can see, is in front of the machine, namely the independent pavilion printing machine. And the Sibisa system uses email, one Family Card, one email. So if there are two Family Cards, two emails. Mr. Dedi Anggara's opinion was added by Herizal Andri as a population operator at the Medan Marelan Camat Office, namely: "You could say that there are already existing ones, there are independent pavilion printing machines and it is easier to print Identity Cards at the Medan Marelan Camat Office. Some of the opinions above are strengthened by observation activities which show that the facilities mentioned above are true and can be used. Of course this has supported the effectiveness of the process and completion of the services carried out. 6. Have clear service standards Government agencies use service standards as guidelines for their service delivery processes. The existence of Standard Operating Procedures (SOP) facilitates the delivery of services by officials. For Marelan District, there is already a Standard Operating Procedure (SOP), this was revealed by Dedi Anggara, S.Pi. FOLDER

The results of the observations showed that the majority of the community's responses stated that the services provided by the Medan Marelan Sub-District Office were maximal and quite good. Although there was indeed one respondent from the community who stated that he found the results of his services were not ready or could not be retrieved, but this was due to network disturbances and blackouts. So that means it doesn't happen often, at least one or two have experienced it, the rest finished on time. After knowing the response of the people of Medan Marelan District regarding public services, the S-O-R (Stimulus, Organism, Response) theory explains the communication stage which produces a unique response that anticipates and evaluates the message response to the communicant. Communicants can accept or reject the stimulus or message sent to them. If the communicant's attention is focused, then communication will occur. The communicant realizes the next step, the procedure continues with the ability of the communicant. There is a willingness to change attitudes after absorbing and accepting it (Efendy, 2003:254).

4. CONCLUSION

Based on the results of the research that has been presented in the discussion, it can be concluded that: 1. The stimulus for the Medan Marelan Sub-district Office has served the community responsively and quickly and can provide clear information with a polite and sincere attitude to assist the community in getting good public service results. Every type of stimulus given and delivered by the Medan Marelan Sub-District Office staff has provided the maximum service, because the officers provide easy access to services, both regarding the clarity of the requirements already posted in the service room. Of course this can make it easier and help the community as users of the Medan Marelan Sub-District Office. 2. Community Organisms of Medan Marelan Subdistrict have paid attention to, understand and accept everything that is said about the public service process in the Medan Marelan Subdistrict Office both in procedures, procedures for implementation and service as well as the attitude given by officers in carrying out their duties as serving the community wholeheartedly. and sincerity even though there was one that was mentioned by the public officers who were a little curt in the service process. But that's just one of them, many say quite understand and accept.

So the community organism of the Medan Marelan District is very understanding with the public service procedures of the Medan Marelan District Office. 3. The response of the people of the Medan Marelan District stated that the community was happy in terms of the implementation of the services provided by the service officers of the Medan Marelan District

Office and the public services provided were also good and improving, this was supported by the uncomplicated service procedures of the Medan Marelan Camat Office. , supporting facilities and facilities and infrastructure that have been provided. However, researchers found obstacles such as network disturbances or blackouts during service, of course this caused the data not to appear so it took time in the process of completing the service, and there were officers who were still chatting with other officers in the service process, of course this was a little disturbed regarding service process. Because the service officers should be able to adjust during ongoing working hours and appreciate the community more during the public service process.

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