

Strategies for Socialization and Education of the Public Service Mall Policy in Tasikmalaya City

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Abstract: *The Public Service Mall (MPP) policy in Tasikmalaya City represents an innovative approach to improving the quality and efficiency of public services by integrating various government and non-government services in a single location. Effective socialization and education strategies are crucial to ensuring public awareness, understanding, and utilization of these services. This study explores the key strategies implemented by the Tasikmalaya City Government to disseminate information about the MPP, focusing on communication methods, community engagement, and the use of digital platforms. It also examines the challenges faced in reaching diverse demographic groups and the measures taken to address these obstacles. The findings highlight the importance of a multi-channel approach to maximize outreach, including public campaigns, workshops, social media, and collaboration with local stakeholders. Furthermore, the study underscores the role of education in fostering a culture of service utilization and active participation. This research contributes to understanding how effective socialization and education strategies can support the success and sustainability of public service innovations like the MPP.*

Keywords: Public Service Mall (MPP), Socialization Strategies, Education Strategies, Policy Implementation, Tasikmalaya City

1. Introduction

Public services in Indonesia face various challenges, particularly in urban areas with high population density and complex service needs. One of the main challenges is the lengthy and inefficient bureaucratic processes, which often result in slow, confusing, and burdensome services for the public. Administrative tasks such as obtaining ID cards, driving licenses, or business permits frequently take a long time due to a lack of integration between agencies. Additionally, limited technology adoption and digitalization pose another obstacle, as many areas still rely on manual systems. The disparity in technological access between large cities and smaller regions further hampers the government's ability to respond quickly and transparently to public needs.

Another significant challenge is the lack of competent human resources in public service institutions, both in technical skills and customer service. This shortfall affects the quality of interactions between service officers and the public. The lack of transparency and accountability also creates issues, allowing opportunities for illegal fees or corruption due to inadequate monitoring mechanisms. Major cities like Jakarta, Surabaya, and Bandung experience a surge in public service demands due to their growing populations and urbanization, while existing infrastructure and resources are often insufficient to meet the increasing needs.

Moreover, a portion of the population lacks understanding of public service procedures or their rights as citizens, exacerbated by insufficient government efforts to socialize the available services. Service access disparities remain a significant challenge, with people living in suburban or remote areas often struggling to access public services due to geographical factors, traffic congestion, or inadequate public transportation. To address these challenges, the Indonesian government has adopted several innovations, such as digitalizing services through e-government, establishing Public Service Malls (MPP), and simplifying bureaucratic

processes. Efforts to improve human resource capacity, transparency in service processes, and public education and outreach are also necessary to ensure that people better understand and utilize available services. With these measures, public services in urban areas are expected to become more efficient, inclusive, and responsive to the needs of the population.

Public Service Malls (MPP) are a significant innovation in Indonesia's public service reform. The concept of MPP emerged as a response to the challenges of fragmented, inefficient, and often confusing public services. By integrating various types of public services in one location, MPP aims to streamline bureaucratic processes, expedite service delivery, and enhance convenience for citizens in accessing both government and non-government services. MPP is designed to be a "one-stop service" that offers a wide range of services, including the issuance of ID cards, driving licenses, passports, business permits, tax services, and even banking services. This integration includes not only government agencies but also relevant private sector entities and non-government organizations. With MPP, citizens no longer need to visit multiple offices to complete various administrative tasks, ultimately reducing the time and costs involved.

In addition to improving efficiency, MPP is expected to enhance the accessibility of public services. The strategic locations of MPPs, often in city centers, make it easier for the public to access these services. Furthermore, many MPPs have adopted digital technology to support service processes, such as electronic queue systems, online service applications, and integrated information portals, which further simplify access to services for citizens. This innovation also reflects the government's effort to create more transparent and accountable public services. By integrating various services in one place, monitoring and evaluating the performance of related agencies becomes more manageable. This helps reduce the potential for misuse of authority, such as illegal

fees, and encourages agencies to continually improve the quality of their services.

With its many benefits, the emergence of MPP is not just a technical innovation but also a strategic step to strengthen public trust in the government. MPP represents a modern public service model that is adaptive to the needs of society while supporting the achievement of a more effective and inclusive bureaucratic reform vision in Indonesia. The establishment of the Public Service Mall (MPP) in Tasikmalaya City is a strategic initiative by the local government to deliver more accessible, efficient, and integrated public services to the community. This initiative aligns with the central government's vision of implementing bureaucratic reform, particularly by providing fast, transparent, and accountable services. As a growing city, Tasikmalaya requires innovative solutions to meet the community's demands for high-quality public services amidst its increasing population and complex administrative needs.

The Tasikmalaya MPP is designed as an integrated service center that consolidates various types of services from government agencies, the private sector, and non-government organizations. The services offered include administrative processes such as obtaining ID cards, driving licenses, passports, business permits, tax payments, and various other services required for daily life. With the MPP, citizens can complete multiple administrative tasks in one location, eliminating the need to move between different offices. The strategic location of the MPP in Tasikmalaya City is another advantage, as it facilitates access for residents from different areas of the city. Additionally, the MPP is equipped with modern facilities, such as electronic queuing systems and digital-based services, aimed at increasing efficiency and reducing waiting times for the public. This reflects the government's commitment to providing a better and more responsive public service experience.

The establishment of the MPP also symbolizes collaboration between the local government, vertical agencies, and private sector stakeholders in delivering integrated services. This collaboration not only enhances service effectiveness but also strengthens accountability for each party in carrying out their responsibilities. Through the MPP, the citizens of Tasikmalaya City are expected to better understand and utilize public services while feeling satisfied with the quality of services provided. Through the MPP, the Tasikmalaya City Government aims to build public trust in public services, expedite administrative processes, and reduce the potential for illegal practices. This effort contributes to the national program of creating public services that are more professional, efficient, and inclusive for all segments of society.

Socialization and education play a vital role in ensuring the successful implementation of the Public Service Mall (MPP) policy by providing clear information to the public about the existence, services, procedures, and benefits of MPP, as well as educating them on how to make optimal use of these services. Through socialization, the public can overcome negative perceptions of public services, such as complex bureaucracy and lengthy service times, thereby increasing trust in the quality of services provided. Additionally, education helps the public understand the importance of

adhering to administrative procedures to minimize common errors. Public awareness of the benefits of MPP, such as easy access, time efficiency, and cost savings, is key to the success of this policy and can be enhanced through media campaigns, dialogue forums, or other outreach activities. However, significant challenges arise in reaching diverse community groups, particularly those in remote areas, with low literacy levels, or limited access to digital technology. To address this information gap, inclusive communication approaches are needed, such as utilizing local media, community radio, or community leaders as information agents. With the right socialization and education strategies, MPP can become not just an available facility but one that is effectively utilized by all segments of society fairly, ensuring that this policy provides inclusive, efficient, and responsive services to meet public needs.

This study aims to examine the strategies implemented by the Tasikmalaya City Government in socializing and educating the public about the Public Service Mall (MPP) policy to enhance their understanding of the existence and benefits of MPP. Additionally, the study analyzes the effectiveness of the communication methods and community engagement used, including evaluating various communication channels such as mass media, social media, public forums, and direct approaches, as well as assessing how involved the community feels and the benefits they gain from these strategies. The study also aims to identify the challenges faced by the government in reaching a diverse population in terms of social background, geographic location, and literacy levels, and to offer practical solutions for improving public understanding and participation. By addressing these challenges, the study is expected to contribute to the improvement of policies and communication strategies that provide more inclusive and effective public services.

2. Discussion

The strategies implemented by the Tasikmalaya City Government in socializing and educating the public about the MPP policy.

The Tasikmalaya City Government implements various strategies to socialize and educate the public about the Public Service Mall (MPP) policy to ensure understanding and active participation from the community. One of the main strategies is through mass media campaigns and social media, which include the use of local television, radio, and digital platforms such as Facebook, Instagram, and Twitter to spread information about MPP services, how to access them, and the benefits they offer. In addition, the government holds dialogue forums and direct counseling in various subdistricts or villages, where the public can interact with officials to understand the procedures and benefits of MPP services. To reach communities that are less connected to social media, the government also uses banners and billboards in public places. The use of digital technology and applications is also employed to facilitate access to information and services, such as online queuing and service status information. The Tasikmalaya City Government collaborates with community leaders and Non-Governmental Organizations (NGOs) to spread information more widely, particularly to communities with limited access to technology. Furthermore, education about MPP is carried out through schools and educational

institutions, aiming to introduce public services to young generations who are expected to become agents of change in their families. Through these various approaches, the Tasikmalaya City Government strives to ensure that the public has sufficient understanding and can optimally utilize MPP services.

The effectiveness of the communication methods and community engagement used.

The effectiveness of the communication methods and community engagement used by the Tasikmalaya City Government in socializing the Public Service Mall (MPP) policy can be seen from several aspects. First, **mass media and social media campaigns** have proven effective in reaching various segments of society, particularly the younger generation who are more active on digital platforms. The use of social media allows for quick and wide dissemination of information and provides a space for the public to interact directly, ask questions, and get clarification about MPP services.

Second, **dialogue forums and direct counseling** provide opportunities for the public to engage directly with the government and receive more in-depth information. This direct interaction is useful in building a closer relationship between the government and the public, as well as allowing citizens to voice their feedback or concerns. It also enables better understanding of the procedures and benefits of MPP services.

However, a challenge to communication effectiveness is the limited access to information for people in remote areas or those with limited access to digital technology. Therefore, **the use of banners, billboards, and print media** in public spaces also becomes an important method to ensure that information about MPP is accessible to all segments of society, including those with limited exposure to technology.

In addition, **collaboration with community leaders and NGOs** is another effective method for reaching specific groups of society that may be difficult to reach through mass media or digital platforms. This collaboration allows information to be conveyed in a more personal and easily understandable manner for different communities.

Overall, the effectiveness of communication methods and community engagement depends on the government's ability to tailor strategies to the diverse needs and conditions of society, ensuring that the information shared is well understood and accepted by all layers of the population.

The challenges faced and solutions offered to improve community understanding and participation.

The challenges faced in socializing the Public Service Mall (MPP) policy in Tasikmalaya City are related to several factors, including information access gaps, differences in community understanding, limited resources, and lack of active participation. One of the main challenges is **the gap in access to information**, especially for communities in remote or suburban areas who have limited access to digital media. To address this issue, the government can utilize traditional

media such as community radio and local television, as well as place banners or billboards in public spaces to ensure that information about MPP is accessible to all segments of society. Additionally, **the difference in community understanding** about the procedures and benefits of MPP services may hinder them from fully utilizing these services. The solution is to organize more in-depth training or counseling sessions, using simple language and easy-to-understand illustrations, as well as providing real-life examples so that the community better understands how to access and use MPP services. **Limited time and human resources** are also obstacles in reaching all segments of the population; however, collaborating with community organizations and NGOs, as well as using digital media like video tutorials or infographics, can help speed up socialization efforts. **Lack of community participation** is often caused by ignorance or lack of trust in the benefits of MPP services. Therefore, it is important to organize activities that encourage active participation, such as outreach events with simulations or service demonstrations, so that the public can experience firsthand the convenience offered by MPP. Finally, **social and cultural challenges** in some communities may affect how information is received. Approaching this by involving respected community leaders or local figures will increase the community's acceptance of the information and encourage them to take advantage of MPP services. By addressing these challenges and implementing the right solutions, it is expected that the community's understanding and participation in using MPP services will significantly increase, thus improving the effectiveness of the socialization and education of the MPP policy in Tasikmalaya City.

3. Conclusion

The conclusion of the study on the **Socialization and Education Strategies of the Public Service Mall (MPP) Policy in Tasikmalaya City** is that effective socialization and education play a crucial role in enhancing the public's understanding of the existence and benefits of MPP. The Tasikmalaya City Government has implemented various communication strategies, such as media campaigns, social media, and public forums, to deliver clear and transparent information. However, the effectiveness of these communication methods is still influenced by factors such as limited access to information among certain community groups, such as those in remote areas or with low literacy levels. Therefore, there is a need to improve the delivery of more inclusive information, using various communication channels that are easily accessible to all segments of society. The main challenge in this socialization effort is ensuring that all members of the public, especially those who are less informed, understand the service procedures and can fully benefit from them. Further efforts are required to address information gaps and increase public participation so that the MPP policy can be more effective and provide optimal benefits to all parties.

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