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RESEARCH ARTICLE

Influence of Social Media to Encourage Community Participation in Indonesia Government Administration

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Abstract: This study aims to analyze the influence of social media use, particularly WhatsApp, on community participation in the government administration process in Kulo Sub-district, Sidenreng Rappang Regency, Indonesia. Complex Central Symptoms model was used to understand the central factors that encourage citizen participation. Data was collected through in-depth interviews, participatory observation, and document analysis using a descriptive qualitative approach. The results showed that WhatsApp improved communication efficiency between the community and the government, accelerated the service process, and increased transparency and accountability. Most respondents rated the use of WhatsApp as easy and the response of officers as fast. However, the study also identified key constraints, such as low digital literacy and limited technological infrastructure in rural areas. The implications of this study include the need to strengthen digital literacy through training programs for communities and government officials and the development of more inclusive technological infrastructure. This research makes a theoretical contribution to the e-government literature and offers practical solutions for technology-based public service innovation in rural areas.

Keywords:

Social Media, Public Participation, Government Administration

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1. Introduction

Quality public services are integral to good governance and reflect the government's ability to efficiently, transparently, and respond to people's needs. In today's digital era, information technology, including social media such as WhatsApp, has become a strategic innovation to improve the accessibility and quality of administrative services (Azzahra, 2023). With users reaching more than 83% of the total internet users in Indonesia, WhatsApp offers communication flexibility that can bridge the gap between the government and the community, especially in areas with limited infrastructure. In administrative services, social media such as WhatsApp provide opportunities to accelerate communication processes, expand information reach, and increase community engagement (Manji et al., 2021). This becomes even more relevant in areas such as the Kulo sub-district and Sidrap district, where geographical challenges and the activities of most community members who work as farmers often hinder access to administrative services. These barriers affect service efficiency and reduce community satisfaction when interacting with government institutions.

Kulo Sub-district is one of the rural areas in Sidrap Regency with distinctive geographical characteristics, with most of the community working as plantation farmers. In this condition, the community often faces obstacles in accessing administrative services due to the limited time and distance that must be traveled to reach government service offices. In addition, the slow pace of administrative processes and the lack of readily available information contribute to negative perceptions of public services. These challenges reflect the need for innovative approaches that can overcome geographical constraints and improve the efficiency of administrative processes. In this context, the use of technology such as WhatsApp emerges as a potential solution to optimize administrative services at the local level.

WhatsApp is an instant messaging application that is not only easy to use but also has a high adoption rate in Indonesia. With features that allow sending text messages, images, videos, and documents, WhatsApp makes it easy for people to communicate with the government without coming directly to the service office (Purwaningtyas & Alicya, 2020). It also enables faster responses to people's questions or needs, increasing their trust and engagement in government processes. In administrative services, WhatsApp can be used for various functions, such as providing information related to administrative procedures, submitting documents digitally, and monitoring the application completion process (Elen Lian et al., 2023). WhatsApp, in this context, offers time efficiency and better transparency because every interaction can be well-documented.

Despite offering various benefits, implementing WhatsApp in administrative services also faces challenges (Adhani et al., 2024). One is the digital divide, where not everyone has sufficient digital literacy to use this application optimally. In addition, uneven technological infrastructure in rural areas is also an obstacle that can hinder the effectiveness of implementation. In this case, the role of the government becomes crucial to ensure that the technology used can be accessed by all levels of society (Zulfa Qur'anisa et al., 2024). This includes efforts to improve digital literacy, provide training for government officials, and ensure the availability of infrastructure that supports the use of information technology (Ilhadi et al., 2024). This study aims to analyze the effect of WhatsApp implementation on public perception and satisfaction with administrative services in Kulo District. People's perceptions of public services are strongly influenced by their experiences interacting with the government. By using WhatsApp, it is expected that the administrative process can occur more quickly and efficiently, thereby increasing public satisfaction with the services provided. In addition, this research also aims to identify the supporting and inhibiting factors in the implementation of WhatsApp, as well as formulate optimization strategies that can be applied to improve the quality of administrative services. With this approach, this research not only provides an empirical picture of the effectiveness of technology in public services but also offers practical solutions that local governments can implement.

This research's importance lies in its contribution to improving the quality of public services in the Kulo Sub-district and its relevance in a broader context. WhatsApp as a medium for administrative services can be applied in other areas with similar characteristics. In addition, this research also provides a theoretical

foundation that can be used to develop new frameworks for utilizing information technology to support better governance. This research contributes to developing more effective strategies to support public service innovation in Indonesia by identifying challenges and opportunities in WhatsApp implementation.

However, reality shows that public services at the local level, including in Kulo Sub-district, Sidrap District, still face various obstacles, such as slow administrative processes and a lack of effective communication between the community and the government. Given the rural geography and the high activity of the community as farmers, many residents find it challenging to access administrative services in person. In this context, the use of WhatsApp has the potential to be an innovative solution to speed up the service process, increase transparency, and encourage community participation in government administration. Therefore, an in-depth analysis of the implementation of WhatsApp in public services is needed to understand its impact and effectiveness in improving service quality at the local level.

Social media use in Indonesia has increased rapidly in recent years, including in rural areas. Platforms such as Facebook, Instagram, and WhatsApp are becoming increasingly important means of communication, both for personal use and interaction between government and society (Appel et al., 2020). Based on data from We Are Social and Hootsuite (2024), more than 70% of Indonesia's population is connected to the internet, and WhatsApp is one of the dominant platforms used (Pangaribuan et al., 2023). With features such as sending text messages, images, and documents, and its ease of use, WhatsApp has become an effective tool for public communication, especially in administrative services. (Marcos-García et al., 2021). In rural areas, WhatsApp provides easy access to information without coming directly to the service office. Features like group chat enable faster and more efficient communication between the community and the government. In administrative services, this application can help convey information, manage complaints, and speed up the completion of documents. Research by Rahmawati and Abdullah (2021) revealed that the use of WhatsApp in public services increased the efficiency of completing administrative applications by 30% compared to conventional methods. (Kusmiarto et al., 2021). In addition, WhatsApp also supports government transparency in delivering information directly to the public.

However, the increased use of social media in public services is not free from challenges. One of the main obstacles is low digital literacy in some rural areas. Many people do not understand how to use social media for administrative needs. Optimally (Nurlaila Nurlaila et al., 2024). In addition, limited internet infrastructure in remote areas also hinders its practical use. (Subroto et al., 2023). These challenges demand efforts from the government to improve digital literacy through training and expanding telecommunications infrastructure. Despite the obstacles, social media still provides an excellent opportunity for the government to improve the efficiency and reliability of public services.

Public participation in government processes has shown a significant upward trend in recent years. This is inseparable from the role of social media as a means of direct communication between the community and the government. Platforms such as WhatsApp, Facebook, and Instagram make it easy for people to express their opinions, criticisms, and suggestions without going through a complicated bureaucratic process. Social media creates a more inclusive participatory space where people can participate actively in public discussions and decision-making. A study by Rahmawati and Abdullah (2021) shows that local governments' use of social media can improve responsiveness to community needs. Through discussion groups or direct complaints via WhatsApp, people can submit their complaints or ideas, which the government can follow up on quickly. (Septian & Kriswibowo, 2024) This strengthens people's trust in the government while increasing their ownership of the government process. However, increasing community participation through social media also faces challenges. Low digital literacy in some rural areas still hinders people's active involvement. In addition, not all social media platforms are equally accessible, especially in areas with poor internal infrastructure.

Social media has become an important tool in improving government transparency and accountability. The government can deliver information quickly, widely, and openly to the public via platforms like Facebook, Instagram, and WhatsApp. Information on government policies, budgets, or work programs published through social media allows the public to understand, monitor, and evaluate government performance. This

encourages a more responsive and accountable government. The public can also provide direct feedback through the comment feature or instant messaging, which allows the government to receive real-time input or criticism. Studies conducted by Rahmawati and Abdullah (2021) show that governments that actively utilize social media for public communication tend to have higher levels of public trust (Setyawan et al., 2021). This is due to the openness of information that allows the public to feel more involved in the government process. However, the challenges of creating transparency and accountability through social media cannot be ignored. One of the main obstacles is the spread of inaccurate information or hoaxes that can damage the government's credibility. In addition, the lack of digital literacy among the public can lead to a misunderstanding of the information provided by the government.

The role of social media in enhancing public participation in governance has been the focus of various studies in recent years. Social media, such as Facebook, Instagram, and WhatsApp, offer wide and fast communication channels, allowing the public to participate more actively in public administration and decision-making processes. (Rizal, 2020) showed that social media has a significant impact on political participation, which can be linked to people's participation in government administration at the local level. In a more specific context, it explains how social media can increase community engagement in public decision-making. It provides insights into how digital platforms can facilitate direct government and community interaction. (Harahap & Harahap, 2023; Baharuddin et al., 2022) This argument is reinforced by highlighting the influence of social media on community engagement in government programs, which is relevant for exploring similar engagement patterns in the Kulo Sub-district. The case study presented by (R, 2018) adds perspective on how social media influences community participation in different regions of Indonesia, providing an opportunity to compare the situation in the Kulo Sub-district with the national context. In addition, (Munzir, 2019) Highlights the relationship between social media, transparency, and government accountability.

These references provide a strong theoretical foundation to examine how social media influences community participation in government administration processes, particularly in Kulo Sub-district, Sidenreng Rappang District. This research aims to integrate findings from previous literature to identify mechanisms, opportunities, and challenges in utilizing social media as a tool to enhance community engagement at the local level.

2. Methods

This field research uses a descriptive qualitative approach to explore the influence of social media, particularly WhatsApp, on community participation in the government administration process in Kulo Sub-district, Sidenreng Rappang Regency. This type of research allows researchers to directly observe the implementation of WhatsApp in administrative services through interviews, observations, and analysis of official documents. The research objectives chose the descriptive qualitative approach to provide a systematic, factual, and accurate description of phenomena that cannot be quantified, such as experiences, perceptions, and social interactions between the community and the government. According to Satori (2018) and Raco (2010), this approach is relevant for understanding complex central symptoms through narrative data collection that is analyzed inductively.

The research location was centered at the Kulo Sub-district Office, focusing on the government section responsible for community administration services. The selection of this location was based on the relevance of the context, namely the geographical challenges and the dominance of the community's profession as farmers, which affect access to administrative services. The primary data sources in this study are the people who use WhatsApp for administrative purposes and government officials who are directly involved in the service process. The informants consisted of two groups: key informants, administrative officers who have insight into WhatsApp implementation, and key informants, service users.

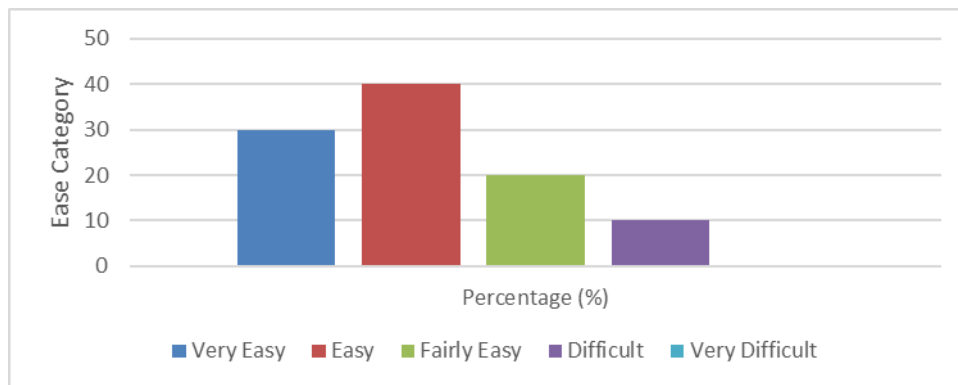
Data were collected through in-depth interviews, participatory observation, and documentation. In-depth interviews were conducted to explore informants' perceptions and experiences using WhatsApp in

administrative services. Participatory observation was used to directly observe the interaction between the community and the government, while documentation included analysis of reports and policies related to the use of WhatsApp. The data collected was analyzed using triangulation techniques to ensure validity. The analysis was conducted through three stages: data reduction to simplify relevant data, data presentation in the form of narratives and diagrams, and conclusion drawing to identify patterns and main themes. With this approach, the research is expected to provide in-depth insights into the effectiveness of social media in increasing public participation in government administration services.

3. Results and Discussion

The results showed that the community is comfortable using WhatsApp-based administrative services in Kulo District, Sidenreng Rappang Regency. Based on the data displayed in the graph, the majority of respondents felt that using WhatsApp to access administrative services was "Easy" (41%), followed by the "Very Easy" category (28%). A total of 22% of respondents considered using WhatsApp "Fairly Easy," while only 11% found it "Difficult," and no respondents stated that the service was "Very Difficult." This can be seen in the figure below:

Figure 1. Ease of using WhatsApp-based administration services

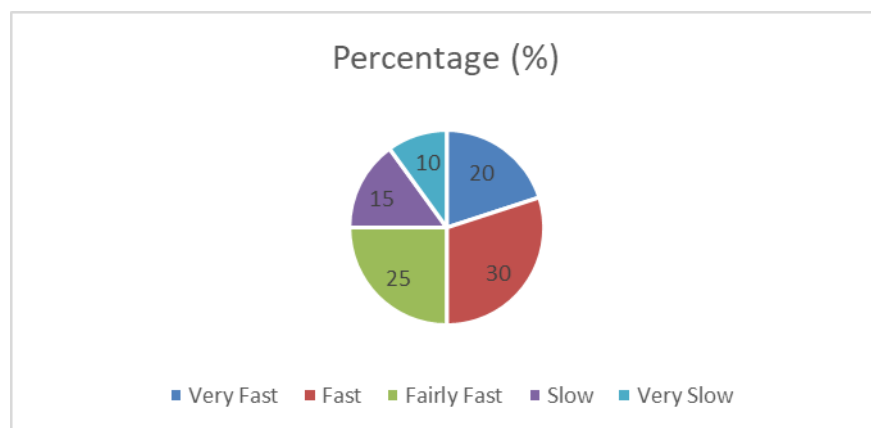


Source: Processed Primary Data 2024

This finding reflects the high public acceptance of WhatsApp as an innovative medium in public administration services. Ease of access, a simple interface, and relevant features such as fast document delivery and communicating directly with officials support this positive perception.(Yunaningsih et al., 2021). However, the proportion of respondents who found it difficult (11%) suggests constraints that may be related to digital literacy or limited technological infrastructure in certain areas. The following is data on the Assessment of Government Officers' Responsiveness via WhatsApp.

Meanwhile, Figure 2 shows the distribution of community perceptions of government officials' response speed in providing administrative services via WhatsApp in Kulo District. The majority of respondents rated the officer's response as "Fast" (33%), followed by the "Fast Enough" (28%) and "Very Fast" (22%) categories. Meanwhile, only a small proportion of respondents rated "Slow" (11%) and "Very Slow" (6%).

These results reflect that most people feel that the officer's response via WhatsApp is adequate and efficient, with most categories falling in the fast-to-swift range.(Nizar Farhansyah et al., 2022)This shows WhatsApp's potential to speed up communication between the community and the government regarding administrative services. However, the small percentage of respondents who rated the response as slow or very slow suggests there is room for improvement, especially in improving the consistency of response speed across all cases.

Figure 2. Assessment of officer response

Source: Processed Primary Data 2024

The findings of this study make a significant contribution to the literature on digital governance, particularly in the context of the role of social media in increasing community participation in public administration services. In this study, WhatsApp proved to be an effective platform for bridging the communication gap between the government and the community in the Kulo Sub-district, as seen from the high level of community acceptance of social media-based administrative services. This supports the concept of e-government proposed by Moon (2002), which emphasizes that information and communication technology can improve efficiency, effectiveness, and public participation in government processes. (Gultom et al., 2024). Furthermore, this finding is in line with the theory of public participation proposed by Arnstein (1969) in the Ladder of Citizen Participation, which shows that the use of social media allows the public to reach higher levels of participation, namely in the form of consultation and partnership with the government. (Samiri et al., 2024) WhatsApp allows people to be directly involved in administrative decision-making, thus creating greater transparency and accountability. This study also reinforces Castells's (2010) argument in *The Rise of the Network Society* that digital technologies, such as social media, are changing how people interact with institutions, providing access to information.

However, this study also revealed gaps in the implementation of digital governance in rural areas. Low digital literacy is a significant challenge in fully utilizing social media's potential. (Pitrianti et al., 2023). This is in line with Prasetyo's (2022) findings, which show that inequalities often hamper technology adoption in the context of governance in digital literacy. In addition, the limited internet infrastructure in remote areas, as found in the Kulo sub-district, emphasizes the need for further studies on how the government can overcome these structural barriers to expand technology access to rural communities. This research also enriches the technology acceptance model (TAM) theory developed by Davis (1989). The high level of ease of use of WhatsApp, as identified in this study, supports the perceived ease of use aspect of the model, which is an important factor in encouraging technology adoption by the community. However, limitations in officer responsiveness, identified by a minority of respondents, suggest the need to evaluate perceived usefulness as part of optimizing technology in public services.

Furthermore, this research opens space for further exploration of technology integration that is more adaptive to local needs. Social media-based administrative service models must consider rural communities' social, cultural, and economic context to ensure that technology is genuinely inclusive. (Sarjito, 2023). An in-depth study of government policies in addressing the digital divide is also relevant to strengthening the implementation of sustainable digital governance. (Jayanthi & Dinaseviani, 2022). Thus, this study contributes to the empirical literature and offers a theoretical foundation for future research in inclusive and participatory digital governance.

4. Conclusion

The utilization of social media, particularly WhatsApp, has positively impacted efficiency and community involvement in administrative services in Kulo Sub-district, Sidenreng Rappang Regency. In this context, WhatsApp has proven to be a platform that facilitates more responsive and transparent communication between the community and the government, thus supporting the principles of good governance. The findings confirm that information technology can bridge geographical and time constraints, which have been a significant obstacle to administrative services in rural areas. However, the research also revealed key challenges, such as low digital literacy and limited technological infrastructure, which require strategic intervention from the government.

As a follow-up, it is recommended that local governments develop digital literacy training programs that focus on using social media for administrative needs, both for the community and government officials. In addition, there is a need to strengthen technological infrastructure, especially in rural areas, to ensure equitable access to digital services. Further studies can be directed towards developing an adaptive framework that integrates social media with the specific needs of rural communities and exploring multidisciplinary approaches in optimizing digital governance. Thus, this research contributes to developing empirical literature and offers practical solutions to realize inclusive and sustainable public service innovation.

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