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# Innovation in Complaints about Targeted Electricity Subsidy Participation in the Context of Improving Public Services

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**Abstract**

*In order to improve the quality of public services, one of the efforts made by the government is to make a new breakthrough through the targeted electricity subsidy complaint application (PEDULI). This research aims to analyze innovations in improving public services using the mobile-based PEDULI application. This research uses 5 (five) innovation indicators according to Rogers, namely relative advantage, compatibility, complexity, triability, and observability which are used to analyze improvements in public services, in this case the targeted electricity subsidy complaint service through the mobile-based PEDULI application. This research uses post-positivism methods which are carried out using data collection techniques using in-depth interviews, observation and documentation studies. Based on the research, the results show that in mobile-based public service innovation complaints about targeted electricity subsidies (PEDULI) have experienced a good increase and have met the public's need to make complaints regarding targeted electricity subsidy membership.*

## Introduction

Electricity is one of the main needs for everyone, both for household, office and industrial purposes. In accordance with Law Number 30 of 2007 concerning Energy, the government is tasked with carrying out affairs in the energy and mineral resources sector by carrying out assignments and determining policies, one of which is in the electricity sector. The government is obliged to ensure the adequacy, desire, desire, affordability and fairness of electricity for all Indonesian people (Brown, 2008; Newell et al., 2019). One of the government's efforts to accommodate electricity affordability is to form a policy regarding electricity subsidies which should only be given to people who are entitled to get them. Based on the mandate of Law Number 30 of 2009 concerning Electricity, subsidy funds provided by the government are only given to poor and underprivileged groups. On this basis, the government formed the oldest policy in Minister of Energy and Mineral Resources Regulation Number 29 of 2016 concerning Mechanisms for Providing Electricity Tariff Subsidies for Households. In this case, electricity subsidies are only given to household consumers with 450 VA and 900 VA power contained in the Integrated Data for the Poverty Handling Program (DTPPFM) which is now called the Integrated Social Welfare Data (DTKS). The data in DTKS is a data system that includes community data along with socio-economic information about households which constitute 40% of households in the lowest socio-economic conditions in Indonesia. DTKS is the main basis for providing electricity subsidies. In accordance with the policy that has been implemented, DTKS updates are provided every 6 (six) months by the Ministry of Social Affairs so that the data is in accordance with existing factual conditions.

In its implementation, the targeted electricity subsidy policy has succeeded in helping the government save the electricity subsidy budget and divert it to electricity supply infrastructure



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(Source: Directorate General of Electricity, 2022). Apart from that, this policy can have a positive impact on the APBN and improve the social and economic conditions of society.

To support the targeted electricity subsidy policy and as a form of service to the community, the government has created an innovation to accommodate complaints from the public regarding the targeted electricity subsidy policy. This innovation is one of the government's commitments related to public services. In accordance with article 1 paragraph (1) of Law Number 25 of 2009 concerning Public Services, it is stated that public services are a series or series of activities provided by the state to meet the service needs of every community in the form of goods, services or administrative services. According to Lopes (2013), service can be considered effective if a service obtained by the public can be easily carried out and is not complicated, timely, responsive and satisfying.

As a form of the government's responsibility to the community regarding the provision of electricity subsidies, it is establishing an electronic-based electricity subsidy complaint mechanism to ensure that electricity subsidy participation is right on target for poor and underprivileged household customers. Affected communities who are entitled to electricity subsidies but have not yet received them can submit complaints about electricity subsidy participation by coming directly to the local village/district office. The complaint can be submitted to the village/sub-district office officer who will be inputted by the officer via the web-based PEDULI application. The complaint will then be followed up by the Central Complaint Handling Post Team to evaluate and determine whether the complaint is entitled to a subsidy or not.

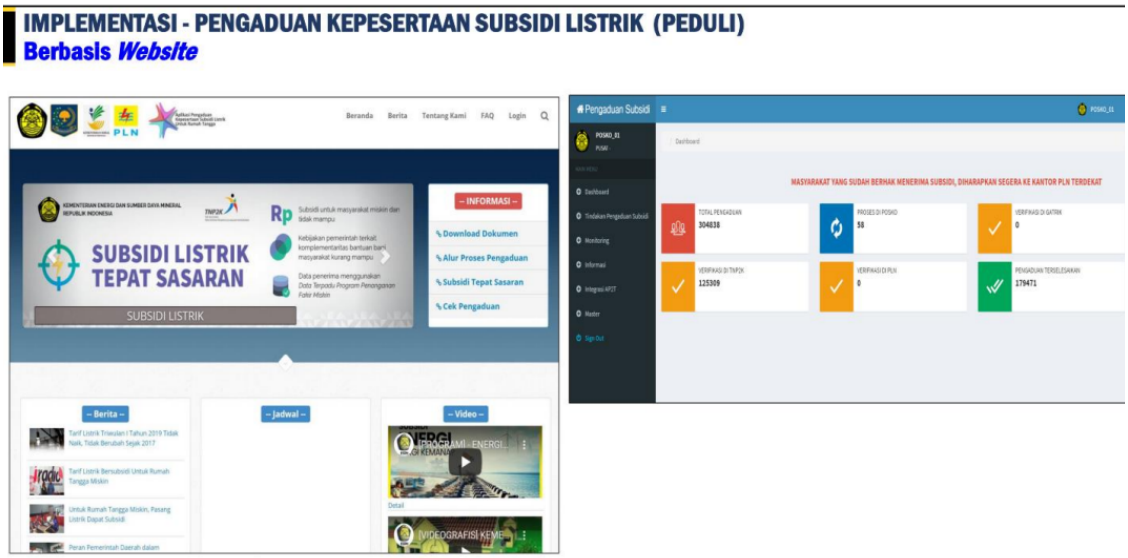


*Figure 1. Web-Base PEDULI View*

Currently, public services are a very important issue in development in Indonesia. The New Public Service (NPS) paradigm sees the public as citizens having the same rights and obligations. One of Denhardt's (2003) principles states that public services can be adjusted to follow current developments and still prioritize the public interest, because the public are citizens who must be given services fairly and equally, not like customers (serve citizens, not customers). One of the major roles in advancing service improvement is by involving the public in decision making. In public services, one of the things that makes service providers more responsive is the emergence of service innovation.

In order to improve services to the community, the government made an innovation by developing the PEDULI application. The PEDULI application, which was initially web-based



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and could only be accessed by village/district office officers, has now been developed into a mobile-based PEDULI application. From the beginning when people who wanted to make complaints had to come to the village/district office, now people can make complaints directly independently via mobile devices. Through this application, people can also check directly whether their household is included in the DTKS or not. This can make it easier for the public to make complaints and streamline the complaint mechanism to be more effective and efficient.


*Figure 2. Mobile-Base PEDULI View*

In order to monitor, evaluate and oversee the implementation of the electricity subsidy policy on target, a Central Complaint Handling Post Team has been formed which consists of representatives from the Ministry of Energy and Mineral Resources, the Ministry of Social Affairs, the Coordinating Ministry for Human Development and Culture, the Ministry of Home Affairs and PT PLN (Persero). All these teams and agencies synergize with each other in monitoring and evaluating the resolution of complaints from electricity subsidy participants. According to Chuzairi (2020), ease of network access and responsibility are things that need to be considered in quality electronic services. Quality service is a major concern for public organizations.

## Literature Review

Public service is an activity provided by the government to meet community needs based on applicable regulations. Therefore, good and quality services can help the government achieve these goals. Various understandings regarding public services in general are that the essence of public services has almost the same direction and focus, namely the provision of services by the government to the community in accordance with established rules. Every government agency is formed to achieve its goal, namely by providing satisfaction to the community. According to Lenvine (Agus Dwiyanto 2008:145) public service products must have at least 3 (three) indicators, namely; (1) Responsiveness is the responsiveness of the government as a service provider to the aspirations, hopes and demands of the public; (2) Responsibility is a response that can be measured by the extent to which the process of providing public services to the community is based on established rules; (3) Accountability is a measure that can show how much the service implementation process is in accordance with the interests and norms developing in society.

Currently, the main focus in realizing public services is being able to meet the needs of the community by following technological developments and by creating new ideas to provide



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better services. Innovation means making changes or introducing something new that is more useful. Based on PAN/RB Ministerial Regulation Number 91 of 2021 concerning Development of Public Service Innovation, what is meant by public service innovation is a breakthrough type of service in the form of original and/or modified creative ideas or ideas that can provide benefits both directly and indirectly to the community. Innovation in public institutions can be defined as the application of new ideas in implementation which can be seen from changes in steps that are large enough and on a general scale so that they can have quite a big impact. In particular, innovation in public services can be interpreted as a process of increasing, improving effectiveness, efficiency and accountability in serving the community by following existing developments. Public service innovation is part of efforts to improve or reform bureaucracy.

According to Rogers in Suwarno (2008) innovation in improving public services has several indicators, namely; (1) Relative advantage is an advantage that an innovation must have that becomes a distinctive value and difference from others; (2) Compatibility means that an innovation must be compatible with previous innovations. This aims to ensure that previous innovations are not wasted due to cost factors, but can become a transition for the latest innovations; (3) Complexity is the level of complexity of a new innovation which usually has a higher level of complexity but offers a better way; (4) Triability is a process of giving trust to the public which is carried out through a public trial phase. This is done to provide the public with the opportunity to test the quality of an innovation so that it can give the public confidence regarding the innovation that has been created.

Observability is a convenience that must be provided by service providers for every innovation. This observability can be done by making it easier to access, observe and monitor the extent to which the results of innovations that have been made are compared to previous innovations.

## Methods

This research uses a post-positivism approach. Referring to the opinion of Lincoln and Guba (1990) in Walidin (2015), post positivistics is better able to deliver a deeper level of understanding of complex social processes, replacing the experimental approach in positivist thinking. So in this case the post-positivist paradigm is considered suitable for analyzing this research in detail, intensively and comprehensively.

This research aims to analyze innovations in improving mobile-based targeted electricity subsidy complaint services (PEDULI) using Rogers' innovation concept which suggests 5 (five) indicators of improving public services, namely (1) relative advantage, (2) compatibility, (3) complexity, (4) triability, (5) observability.

In qualitative research, the appropriate data collection method to use is through in-depth interviews and participant observation (Bungin, 2013). Appropriate data collection techniques to use in this research are in-depth interviews, observation and documentation studies (Indrawan & Yaniati, 2016). The data source used is the most important component in a research. The types of data sources used in this research are: (a) primary data sources obtained from interviews with predetermined respondents; (b) secondary data sources which are information generated from second data sources. In order to fulfill the data sources, researchers will conduct interviews with officials within the Ministry of Energy and Mineral Resources, especially the Directorate General of Electricity and several related agencies who are part of the initiators of the targeted electricity subsidy complaint mechanism policy. The selection of informants was carried out using a purposive sampling procedure which was considered to represent and master the problem to be studied. In this case, researchers also use secondary data through literature studies as a reference to compare interview data with Rogers' theory of innovation in improving public services.



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## Results and Discussion

A public institution creates innovation as the application of new ideas and has a large impact on change. Improving targeted electricity subsidy complaint services (PEDULI) was created to meet the public's hopes and expectations regarding the delivery of public services (Ellitan, 2020; Alam, 2021). Innovation is a process of developing skills, knowledge, experience in improving or creating products in the form of goods and services, a process that has a big impact and has value. The mobile-based PEDULI application which can be downloaded via cell phone (Android) is a new service innovation and is the first innovation created to support social programs implemented by the government, especially in terms of submitting complaints from the public. With the mobile-based PEDULI application, it can make it easier for the public to submit complaints about electricity subsidy participation. This application provides convenience for the community from initially having to come directly to the nearest village/district office to submit complaints, but with this new innovation complaints can be made independently via a mobile application.

Improvements in public services in terms of public complaints can be analyzed using 5 (five) innovation indicators according to Rogers in (Suwarno, 2008), namely: relative advantage, compatibility, complexity, triability, observability. This focus can be used to analyze improvements in public services in terms of complaints about targeted electricity subsidy participation through the mobile-based PEDULI application (Redjeki & Affandi, 2021). Based on the results of the analysis carried out by researchers, the results of the discussion were obtained:

### Relative Advantage

The improvement in PEDULI application services carried out by the government is to improve the quality of service so that it can provide more excellent service to the community. In terms of relative advantage, the improvement of the mobile-based PEDULI application has several advantages that can be obtained by the public, such as in terms of convenience and time efficiency. Previously, people made complaints by having to come directly to the village/district office, which took quite a lot of time, energy and money. So with the increase in independent mobile-based application services, complaints can be made independently by people who want to make complaints. This application service has an impact on the community so that there is no need to queue to come directly to make a complaint and can cut costs incurred by the community. One of the residents interviewed in July 2023, Ahmad said that "thankfully, now you don't have to bother going to the sub-district office to complain, because now you can submit your own subsidy complaint via an application PEDULI on the cellphone." So, the innovation of the mobile-based PEDULI application can improve the quality of services provided by the government.

### Compatibility

Compatibility aims to ensure that previously existing services are not completely eliminated but become part of the transition process for new innovations. Values and norms are things that are interrelated with each other. Public service innovation will be accepted by society if it has appropriate values and norms, both in accordance with existing regulations and in accordance with those adopted by society. In this case, all the requirements as well as the values and norms contained in the mobile-based targeted electricity subsidy complaint service (PEDULI) have not changed. While still having the aim of providing services to the public to make complaints about electricity subsidy membership, all old rules are still attached to new innovations. It's just that the application system is made easier by being able to do it independently via cell phone. As well as features that are made easy for the public to understand. By not changing the



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values, norms and rules of mobile-based PEDULI innovation services, services can be carried out more optimally and are more easily accepted by the public.

**Complexity**

Complexity is the degree to which innovation can be considered something that is difficult and not easy to understand. The various kinds of innovations that already exist also have diversity. Some uses of innovation are easy to understand, but others are difficult to understand. The use of this innovation can be a benchmark in assessing the level of difficulty that its users will face. Improving public services in the mobile-based targeted electricity subsidy (PEDULI) complaint system is by adding services that initially could only be done via a web application and could only be done by village/district office officers, but have now been changed to a mobile application that can be downloaded independently. by people anywhere and at any time. So that it makes things easier for people both in terms of time, energy and costs. In accordance with innovation theory, the complexity of innovation depends on the abilities of each individual. This is certainly a challenge for the government as a public service provider. Based on an interview with one of the initiators of this service improvement innovation, Syariffuddin Achmad said that the mobile-based PEDULI application was created to make it easier for the public to make complaints regarding electricity subsidy participation. He added that to help the public, the government has summarized the steps for making independent complaints through the PEDULI application, and the government has also created several tutorials that can be viewed on several social media such as YouTube and Instagram so that the public can receive education regarding the use of this application. However, this again depends on the understanding of each individual who uses it (Interview with Syariffuddin Achmad, 20 July 2023). Even though the government has carried out outreach regarding the use of the mobile-based PEDULI application, basically this still depends on each individual who uses it. People who have the ability and knowledge to use technology will usually find it easier to understand and apply it, and vice versa, people who are not used to using technology will usually have difficulty applying it.

**Triability**

One thing that can help society accept an innovation more quickly is by providing trial opportunities. Before it can be officially downloaded, innovations should be tested first regarding their quality and capabilities, so that users will be more confident in using the application. The mobile-based PEDULI application innovation has been launched to improve service quality, especially in supporting targeted electricity subsidy programs. According to Yundi Haekal, one of the initiators of the targeted electricity subsidy complaint mechanism policy, before the mobile-based PEDULI application was officially launched, we had conducted trials on several community samples as a benchmark for whether this application was suitable for use. After conducting the trial, the public was quite enthusiastic about accepting it, and hoped that this complaint application could be implemented soon. So in June 2020 the government officially launched the mobile-based PEDULI application which can be downloaded independently via cell phone (Yundi Haekal Interview, 8 August 2023). This is a lesson that the role of the community is very influential in improving the quality of public services. It can be said that public involvement is something very fundamental and substantial, not just a formality that is often shown. One way of involving the public in improving services is by creating a new innovation that still involves the public as a benchmark in its creation, such as a direct trial to see the extent of the effectiveness and attractiveness of the public towards the new innovation that has been designed.



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**Observability**

Ease of observation is one measure of whether an innovation is visible to others. Having easy access to observe will encourage the public to provide an assessment of this innovation. The difference between web-based and mobile-based PEDULI application complaint services is only in the facilities and use of the system. Previously, people who made complaints had to go to the village/subdistrict office to make a complaint and it would be input via the web-based PEDULI application by village/subdistrict office officers, this is different with the latest innovation from the mobile-based PEDULI application. The public can independently make complaints anytime and anywhere. In this mobile-based application, the public can also monitor for themselves the extent to which their complaints have been responded to, and the public can also directly check their membership status. This is what makes this innovation meet the observability indicators where the public can observe directly independently and can increase public trust in the services that have been created by the government.

The government's main aim in making mobile-based innovations in targeted electricity subsidy complaints (PEDULI) is to improve the quality of public services, especially to make it easier for people who cannot afford to receive electricity subsidies. One of the achievements that has been achieved by the government, in this case by the Directorate General of Electricity of the Ministry of Energy and Mineral Resources as the pioneer of PEDULI innovation, is successfully entering the Top 99 Public Service Innovation Competition (KIPP) organized by the Ministry of PAN-RB in 2020. PEDULI's success in achieving achievements This can be realized because the government understands and responds quickly to the demands and expectations of the community. Collaboration between the government and the community is also the main key in improving public services.

## Conclusion

This research analyzes innovations in improving public services through the targeted Electricity Subsidy Complaints (PEDULI) application which is analyzed based on 5 (five) research focuses, namely relative advantage, compatibility, complexity, triability, observability, so that conclusions can be drawn; (1) Relative advantage that the level of profit resulting from mobile-based PEDULI innovation is the level of ease in making complaints that can be done independently. This has a positive effect on society because it can save time, energy and costs in making complaints compared to before; (2) Compatibility or suitability that the mobile-based PEDULI innovation does not necessarily give up the previous innovation which used a web-based application and could only be accessed by village/district office officers. Nothing has changed regarding the legal basis and values that were created as the basis for creating new innovations in this complaint system, only the means for improving the quality of public services have been increased, guided by Minister of Administrative and Bureaucratic Reform Regulation Number 15 of 2014 concerning Service Standard Guidelines; (3) Complexity or complexity. In terms of the level of complexity, it really depends on each individual who uses it. The government has made several efforts to overcome this, such as making the features of the mobile-based PEDULI application more concise and easier to understand, the government has also carried out outreach regarding the use of the mobile-based PEDULI application via several social media so that the use of this application can be disseminated to the entire community and it is hoped that the community can easily understand the use of this application; (4) Triability or the possibility of being tried, that the mobile-based PEDULI application innovation has gone through a public trial phase before the official launch of the application in early 2020. At the same time, the government is also carrying out outreach through social media so that the public is familiar with the mobile-based PEDULI application



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that can done independently. This has received a fairly good response from the public, so this application is suitable for use.

Observability or ease of observation that the mobile-based PEDULI application innovation can be accessed and observed by the public easily through the system. This confirms that the mobile-based PEDULI application has made quite significant improvements, because previously the community could only make complaints to village/district office officers without getting access to find out the progress of complaints that had been previously submitted, now the community can directly monitor each step and the results of participation electricity subsidies through the mobile-based PEDULI application.

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