

The Kapuas District Attorney's Office in Palangkau's Legal Division's Communication Plan and Public Services

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Article Info	ABSTRACT
<p>Keywords: Communication, Public Service, Website.</p>	<p>This research is entitled "Communication Strategy and Public Service in the Legal Area of Cabang Kejaksaan Negeri Kapuas in Palingkau". The purpose of this research is to find out and find steps in carrying out communication and public service activities in the jurisdiction of Cabjari Kapuas in Palingkau. This research uses a qualitative method. There were five informants, namely the Head of the Cabjari Kapuas in Palingkau, the Head of Development Affairs for the Cabjari Kapuas in Palingkau, Dadahup Sub-District Head, Palingkau Lama Sub-District Chief and Palingkau Baru Sub-District Head. Data collection techniques by conducting interviews and direct observation of the field as primary data and literature sources as secondary data. The data analysis technique consisted of 3 procedures: data reduction, data presentation and data verification. The study results concluded that communication still uses media belonging to external parties, and public services are still conventional. By involving external parties, agencies cannot avoid potentially harmful information. Traditional public services impact efficiency and effectiveness by using swot analysis found forming strategy websites to carry out communication and public service activities at the Cabang Kejaksaan Negeri Kapuas in Palingkau.</p>
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INTRODUCTION

Communication serves as a foundational element in the relationship between governments and the public. According to the Kamus Besar Bahasa Indonesia (KBBI), communication is the process of delivering and receiving messages or information between two or more individuals so that the intended meaning can be understood. This definition underscores the importance of effective communication in ensuring that public messages are not only transmitted clearly but also comprehended as intended. In public administration, the ability to communicate clearly and consistently is a strategic necessity for both individuals and organizations. Public institutions, including government agencies, must ensure that their communications are accountable, transparent, and responsive to the needs and expectations of the people they serve (Suriati et al., 2022).

Apart from communication, the delivery of public services is a critical aspect of government responsibilities. Public services are not only meant to fulfill citizens' basic needs but are also expected to reflect principles of professionalism, responsiveness, and equality.

As highlighted by Nur (2019), the effectiveness of public services significantly influences the public perception of government performance. Quality public services help foster trust, facilitate civic engagement, and promote social well-being. According to Indri and Hayat (2015), professional and high-quality public services contribute to improved public satisfaction, which in turn strengthens the legitimacy of government institutions.

In Indonesia, public service delivery is governed by a legal and regulatory framework that emphasizes inclusivity and fairness. The Regulation of the Minister of Administrative and Bureaucratic Reform Number 15 of 2014 outlines several key principles for service delivery, such as simplicity, transparency, accountability, and sustainability. These principles are designed to ensure that services reach all segments of the population, including those in remote or underserved areas. Additionally, Law Number 25 of 2009 defines the components of service standards that must be observed, including service procedures, duration, costs, outputs, and mechanisms for handling complaints and suggestions. These standards aim to institutionalize quality assurance within public service delivery across government agencies.

Strategic planning plays an essential role in managing both communication and public service processes. A strategy, as defined by Umar in Munarika (2018), refers to the planning process undertaken by leadership that focuses on long-term goals and includes methods to achieve those goals. In a governmental context, strategic planning enables institutions to align their resources and efforts with policy objectives while adapting to internal and external changes. Furthermore, effective strategy management involves coordination across various departments such as human resources, finance, information systems, and operations (Sudiantini, 2022). When implemented systematically, strategic management provides a framework for monitoring performance and achieving institutional missions.

To support strategic planning, tools such as SWOT analysis are frequently employed. SWOT stands for strengths, weaknesses, opportunities, and threats, and this framework helps identify internal capabilities and external conditions that may affect institutional performance. According to Sudiantini (2022), a well-applied SWOT analysis allows organizations to capitalize on their strengths and opportunities while addressing weaknesses and preparing for potential threats. For public institutions, SWOT analysis can serve as a valuable tool in designing communication and service strategies that are responsive to both organizational needs and societal demands.

One contemporary approach to improving communication and service delivery is the adoption of electronic government, commonly referred to as e-government. E-government represents an innovative application of information and communication technology in governance. It facilitates more efficient service delivery, enhances transparency, and improves accessibility for citizens. Government agencies across Indonesia are increasingly investing in e-government platforms to modernize their services and reach broader populations. In the case of the Kapuas District Prosecutor's Office Branch in Palingkau, where geographic challenges hinder access and efficiency, the development of e-government solutions could offer promising improvements. This study seeks to investigate the communication and public service practices within this jurisdiction, assess current supervisory mechanisms, and identify strategic approaches that can strengthen public administration in this region.

METHODS

This study aims to explore and describe communication and public service activities that may serve as a reference for the Indonesian Attorney General's Office in general, and more specifically, for the Kapuas District Prosecutor's Branch Office in Palingkau, particularly in enhancing public engagement and service delivery. The research focuses on understanding the communication patterns, service strategies, and supervisory mechanisms that exist within the jurisdiction, with the goal of identifying effective practices and potential areas for improvement. The outcome is expected to contribute toward formulating a suitable strategy for optimizing communication and public services in remote regions under the authority of local prosecutorial branches.

The research was conducted in several strategic locations within the jurisdiction of the Kapuas District Prosecutor's Office Branch in Palingkau, located in Central Kalimantan, precisely on Jl. Pasar Baru, Pagaru Baru, Kapuas Murung. The fieldwork involved visits to key government offices including the Kapuas District Prosecutor's Office in Palangkaraya, the Kapuas Murung Sub-District Office, the Palingkau Lama Village Office, and the Palingkau Baru Village Office. These sites were chosen based on their relevance to the communication and public service functions within the region, and their roles in facilitating interactions between the government and local communities.

The study adopts a qualitative research approach using a case study method, which is particularly suitable for investigating complex social phenomena within their real-life context. As Yin (2008) explains, the case study method is effective when the research questions revolve around "how" or "why," particularly in examining interactions, processes, and institutional dynamics. This approach enables the researcher to gain a deeper understanding of institutional communication and service delivery as they occur on the ground, and it allows for a contextual interpretation of observed practices.

The research design incorporates multiple sources of data to ensure comprehensive coverage and depth of analysis. Primary data were obtained through in-depth interviews with key informants including the Head of the Kapuas District Prosecutor's Office in Palangkaraya, the Sub-District Head of Dadahup, the Village Head of Palingkau Lama, and the Village Head of Palingkau Baru. These interviews were conducted using structured techniques, whereby the researcher prepared and arranged questions in advance to ensure clarity and consistency in data collection. In addition, participatory observation was used to gather insights through direct involvement in local administrative and service activities, which allowed for the collection of richer, more reliable data.

Secondary data were collected through relevant documents such as monthly reports, official correspondence, and other administrative records that provide supporting evidence related to communication and public service practices. To enhance the credibility of the findings, the researcher applied methodological triangulation, using observation, interviews, and documentation to validate information from multiple perspectives. This triangulated approach reduces the likelihood of bias and increases the dependability of the conclusions.

The data collected were analyzed using qualitative descriptive techniques, specifically following the Miles and Huberman model of data reduction, data display, and conclusion

drawing. In addition, SWOT analysis was used to map the strengths, weaknesses, opportunities, and threats related to communication and service delivery strategies within the jurisdiction. To ensure the validity of the data, the research employed four trustworthiness criteria: credibility, transferability, dependability, and confirmability. These measures were applied throughout the research process to verify that the findings were not only accurate and consistent, but also applicable and meaningful within similar contexts.

RESULTS AND DISCUSSION

Based on observations, interviews, and documentation of the communication and public service activities carried out by Cabjari Kapuas in Pagarau, it is known that communication activities have been going quite well. However, there is still communication using private social media and actively involving journalists in making news. Then the sub-district, village, and community governments received public services through legal services and legal assistance. The communication process is generally informal but remains effective in reaching target audiences, especially in remote areas. Nonetheless, the absence of a standardized communication platform presents challenges in maintaining consistency and data documentation. Legal outreach programs are conducted routinely, focusing on raising public awareness regarding legal rights and obligations. Community feedback is often gathered informally and not yet fully integrated into the service evaluation process. The following is a flowchart that explains the communication and public service activities by Cabjari Kapuas in Palingkau.

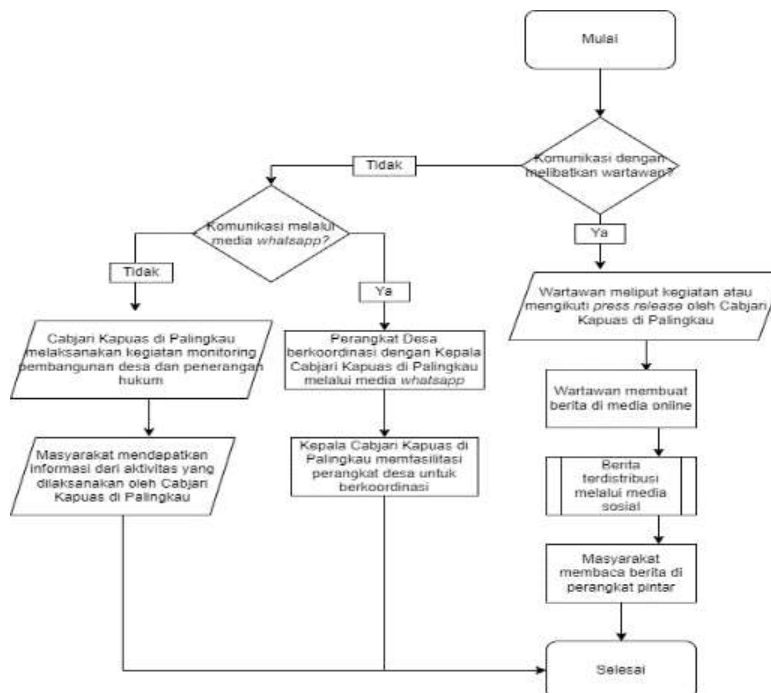


Figure 1. Flowchart of communication activities

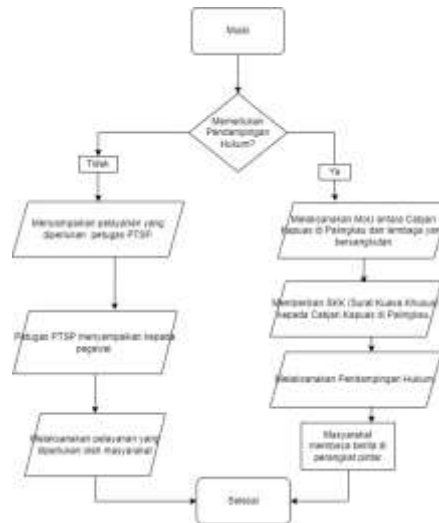


Figure 2. Flowchart of public service activities

By obtaining data from the interviews conducted, a SWOT analysis is carried out using the theory from Rangkuti as follows.

Table 1. SWOT analysis

<p style="text-align: center;">External</p> <p style="text-align: center;">Internal</p>	<p>Opportunities (O)</p> <p>The community supports the performance of Cabjari Kapuas in Pagaru</p> <ul style="list-style-type: none"> - Public trust in the Attorney General of the Republic of Indonesia is high. - The only one with the capacity as a State Lawyer and corruption eradication agency in the Kapuas Murung and Dadahup regions. - The community actively uses social media and is quite literate in technology. 	<p>Threat (T)</p> <ul style="list-style-type: none"> - Slanted news or fake news related to agency activities - Community dissatisfaction in obtaining public services.
	<p>Strength (S)</p> <ul style="list-style-type: none"> - Has the capacity as executor of criminal cases - Can become a state attorney in the field of civil and state administration, 	<p>SO Strategy</p> <ul style="list-style-type: none"> - Create a public service and distribute information in digital form to maintain the excellent image of the Indonesian Attorney General's Office.

<ul style="list-style-type: none"> - Has the duty to increase public legal awareness and carry out the prevention of corruption, collusion, nepotism 		
<p>Kelemahan/Weak(W)</p> <ul style="list-style-type: none"> - Some villages are pretty far from the Kapuas Cabjari office in Palingkau - Social media is used using personal media 	<p>WO Strategy</p> <ul style="list-style-type: none"> - Creating convenience in public services for the community and minimizing activities in the use of personal media in official affairs 	<p>WT Strategy</p> <ul style="list-style-type: none"> - Evaluate activities that can create narratives detrimental to agencies and evaluate forms of public service.

The formulation of strategies for improving communication and public service delivery at the Branch Office of the Kejaksaan Negeri Kapuas in Palingkau can be guided by a SWOT analysis that examines internal strengths and weaknesses in relation to external opportunities and threats. The combination of strengths and opportunities reveals a significant potential for proactive institutional development. The Kejaksaan Negeri Kapuas possesses formal authority in prosecuting criminal cases, legal competence to act on behalf of the state in civil and administrative matters, and the obligation to raise public legal awareness while also preventing corruption, collusion, and nepotism. These internal advantages, when matched with external opportunities such as a supportive community and high public trust in the Attorney General's Office of the Republic of Indonesia, provide a strong foundation for implementing strategic innovations. One such strategic action is the development of a structured public service platform and the enhancement of digital information dissemination to strengthen transparency and protect the positive image of the institution.

The people in Kapuas Murung and Dadahup districts have shown relatively strong digital literacy and frequent use of social media. This provides an opportunity for the Kejaksaan Negeri Kapuas to maximize digital tools as part of its communication and service delivery. With its unique institutional role as the only state attorney and anti-corruption authority in the region, the Kejaksaan Negeri Kapuas holds an essential position in maintaining legal order and public trust. As such, adopting digital public services and formal digital communication channels is a necessary step. Developing an official website or centralized online portal will reduce the current reliance on personal social media accounts for official matters, enhance institutional credibility, and ensure that accurate information reaches the public efficiently and consistently.

To respond to external threats such as slanted media reports, misinformation, and public dissatisfaction, the Kejaksaan Negeri Kapuas must take strategic measures that leverage its existing strengths. This includes improving the quality and reach of public services, intensifying legal education efforts, and institutionalizing communication channels. By routinely sharing credible information, educating the public about legal rights and processes, and addressing public concerns through official responses, the institution can

minimize the impact of false narratives and reinforce its legitimacy. Establishing clear procedures for handling public complaints and feedback can also foster greater community trust and accountability in government processes.

At the same time, internal weaknesses need to be addressed with targeted strategies. The geographical distance between several villages and the office of the Kejaksaan Negeri Kapuas in Palingkau has created limitations in service access, particularly for residents in remote areas. Additionally, the use of personal media for conveying institutional messages presents a risk to data security and communication consistency. Therefore, it is essential to improve service accessibility by implementing digital innovations such as online portals, mobile-based legal services, and official communication platforms. These solutions will help close the service gap for remote communities, ensure professional handling of information, and promote a more integrated and transparent system for communication and public legal assistance.

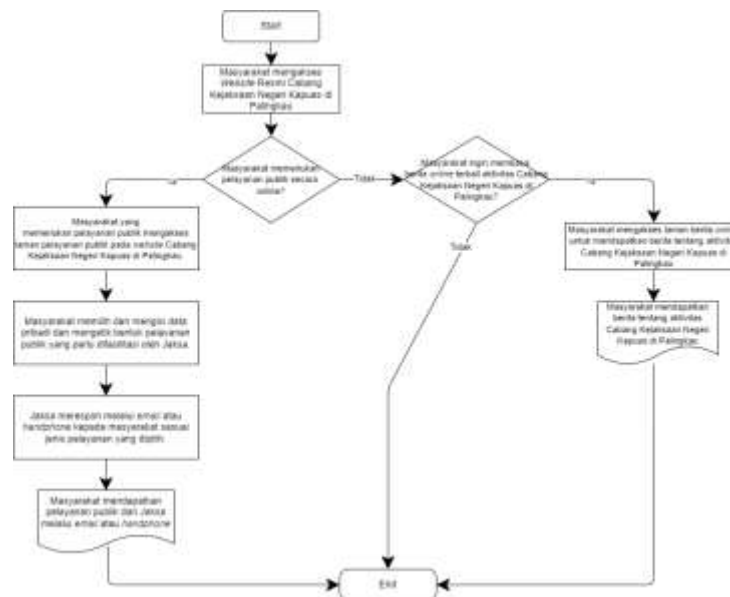


Figure 3. Flowchart of communication and public service activities as a result of the SWOT analysis

CONCLUSION

Communication and public services have not been running optimally. So that by using the SWOT analysis, the right strategy has been determined for communication activities and public services, namely creating a public service and implementing digital information distribution to maintain the excellent image of the Indonesian Attorney General's Office. In addition, in carrying out communication and public services, agencies are expected to be able to maximize website management in carrying out institutional communication by making news editorials independently and minimizing the use of personal media, maximizing public services digitally on the website, socializing the function of the website as a means of communication and public services in an integrated way. Massive support to the people of

Kapuas Murung sub-district and Dadahup sub-district. Maintaining the supervisory function in stages

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