



PUBLIC SERVICE COMMUNICATION OF MANPOWER AND TRANSMIGRATION SERVICE IN SERVING THE PRODUCTION OF SEARCHERS' ID CARDS WORK (AK 1) IN SIKKA DISTRICT

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Abstract

The issuance of Job Seeker Card (AK 1) is one of the services provided by the Manpower and Transmigration Office (Disnakertrans) of Sikka Regency to help residents who are looking for work. This study aims to analyze public service communication implemented by Disnakertrans in the process of making AK 1. The research method used is a qualitative approach with in-depth interview techniques and participatory observation. The results of the study indicate that communication between officers and job seekers still faces obstacles in terms of clarity of information and procedures. However, most job seekers are satisfied with the responsiveness and friendly attitude of the officers. The conclusion of this study is that improving clearer and more efficient communication will improve the quality of public services at Disnakertrans of Sikka Regency. This study provides important implications related to the management of public service communication in the context of local government.

Keywords: *public service communication, AK 1 creation, Manpower and Transmigration Service, Sikka Regency*

1. INTRODUCTION

Public service communication plays an important role in building good relations between government institutions and the community. One common form of public service communication is the provision of information on various services provided by the government. The Manpower and Transmigration Service (Disnakertrans) of Sikka Regency, as an agency that functions to improve community welfare through the provision of services related to labor, has a great responsibility in providing adequate access to the community to obtain information on job vacancies and various other opportunities.

The issuance of Job Seeker Card (AK 1) is one of the main services provided by the Sikka Regency Manpower and Transmigration Office. This service aims to help job seekers gain access to job vacancy information and make it easier for them to find jobs that match their skills and educational background. However, although this service is important and very necessary, there are often obstacles in communication that can affect public perception of the quality of the services provided. One of the main obstacles found is the lack of public understanding of the procedures that must be followed to obtain AK 1. This includes confusion about the administrative requirements that must be met, the registration process, and the stages that must be followed in obtaining the card. Therefore, this study aims to analyze how the Sikka Regency Manpower and Transmigration Office manages public service communication in the process of making AK 1, and how this communication affects public satisfaction with the services provided.

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2. METHOD

This study uses a qualitative approach to gain an in-depth understanding of the phenomenon of public service communication that occurs in the context of the creation of Job Seeker Cards (AK 1) at the Manpower and Transmigration Service (Disnakertrans) of Sikka Regency. The qualitative approach was chosen because the aim was to gain insight into the dynamics of communication interactions that occur between officers and the public, especially job seekers who access this service. This approach allows researchers to reveal the subjective perspectives and experiences of the research participants, both Disnakertrans officers and job seekers.

Communication in public services, especially in administrative services such as the creation of AK 1, is an important aspect that affects the quality of services received by the community. In this context, this study focuses on the aspect of communication between officers and the community, which includes the delivery of information, preparation of procedures, and the responsiveness of officers to questions or difficulties faced by job seekers. To obtain valid and in-depth data, this study uses two main techniques in data collection, namely in-depth interviews and participant observation.

In-depth Interview

In-depth interviews were conducted with two main groups of informants: Disnakertrans officers who were directly involved in the AK 1 service and a number of job seekers who had used the service. Interviews with officers aimed to explore their understanding of the applicable procedures, challenges faced in providing services, and their views on the importance of effective communication in the process. On the other hand, interviews with job seekers aimed to obtain an overview of their experiences in following the procedures, obstacles faced, and their satisfaction with the communication that occurred. In the interviews, the researcher used a semi-structured interview guide, which allowed flexibility in extracting further information based on the answers given by the informants. This was important to explore more deeply the thoughts, feelings, and perceptions of the informants regarding the service communication received or delivered by officers.

Participatory Observation

In addition to interviews, another data collection technique is participant observation. Researchers were directly involved at the location of the AK 1 service to observe how the communication flow occurs between officers and job seekers. This participant observation provides direct insight into how communication is carried out in real settings, as well as how interactions take place in a more concrete context. Researchers observed various aspects, such as how officers provide information to job seekers, how job seekers respond to the information, and how communication interactions occur between the two parties. Researchers also observed if there were any problems or confusion that arose in the AK 1 making process and how officers handled the problem. This observation was carried out in an unobtrusive manner, so that the interactions that occurred remained natural and were not influenced by the presence of researchers. In this study, observations focused more on aspects of verbal and non-verbal communication between officers and the community, including the use of existing information media, such as bulletin boards, brochures, and social media.

Data analysis

After the data was collected through in-depth interviews and participant observation, the next step was to analyze the data. The data obtained were analyzed using a thematic analysis approach. This approach allows researchers to identify key themes that emerge from interview and observation data, such as communication barriers, clarity of procedures, and levels of public satisfaction. Thematic analysis is carried out by grouping data based on categories that are relevant to the research objectives. This process involves understanding the communication patterns that occur in interactions between officers and job seekers, as well as identifying factors that influence the effectiveness of such communication. In addition,



researchers also record any communication problems or barriers that arise during the service process and analyze how they affect the quality of public services provided.

Validity and Reliability

To ensure the validity and reliability of the data obtained, this study uses triangulation techniques, which involve the use of various data collection methods, such as interviews, observations, and documentation. By collecting data from various sources, researchers can ensure that the research results are more accurate and reliable. Triangulation is also used to check the consistency of findings obtained from various informants, both officers and job seekers. If there are differences or discrepancies between the data obtained from interviews and observation results, researchers will conduct further analysis to dig deeper into the causes of the differences. This triangulation is important to reduce bias in research and provide a more objective picture of public service communication at the Sikka Regency Manpower and Transmigration Office.

Ethical Considerations

It is important to note that in this study, researchers always maintain research ethics, especially regarding the privacy and confidentiality of information provided by informants. Each participant interviewed has been given an explanation of the purpose of the study and is guaranteed confidentiality. Informants are also given the freedom to choose whether or not to participate in this study, without any pressure or coercion.

3. RESULTS AND DISCUSSION

3.1. Communication Flow in Making AK 1

The process of making a Job Seeker Card (AK 1) at the Manpower and Transmigration Office of Sikka Regency involves several stages of communication that must be undergone by job seekers. This communication flow consists of structured steps, starting from providing information to data verification. However, although these stages are quite clear in the general guidelines, in practice, there are obstacles in communication that hinder the smooth running of the process. The following is a detailed description of the communication flow that occurs in the AK 1 making service:

1. **Initial Information Submission:** Officers at the Sikka Regency Manpower and Transmigration Office begin the process by providing basic information regarding the requirements for making AK 1. This information is delivered through several communication channels, such as the bulletin board installed at the Manpower and Transmigration Office and also through the official Manpower and Transmigration Office social media. The information provided includes administrative requirements that must be met by job seekers, such as photocopies of identity cards, passport photos, and other documents. However, not all job seekers have adequate access to monitor the available information, especially those who live in areas that are less accessible by technology.
2. **File Collection:** After the initial information is submitted, job seekers are asked to collect the required documents. Usually, the officer will provide a brief explanation of the types of files that need to be prepared, but it is not uncommon for job seekers to feel confused about the completeness of the required documents. One of the problems identified is the lack of explanation regarding the document collection procedure, which can cause job seekers to collect inappropriate or incomplete documents.
3. **Registration and Data Verification:** After all documents are collected, job seekers can register, and their data will be verified by officers. At this stage, officers will check whether the data

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provided is complete and in accordance with the requirements. This process is expected to run smoothly, but in reality, there is often confusion among job seekers regarding the next steps after data verification. This indicates that even though the initial information has been submitted, there is a lack of clarity in the next process.

Observation results show that job seekers often do not understand what to do after registration and data verification. Some of them feel that they are not given enough information about the next process, such as when they can get AK 1 and whether there are additional stages they must follow. This lack of clarity of information often adds to the confusion and frustration of job seekers, which in turn affects their satisfaction with the service.

3.2. Barriers to Service Communication

During this study, several significant communication barriers were found, which affected the effectiveness of services provided by Disnakertrans. Some of the main barriers identified include:

- **Lack of Public Understanding:** One of the main obstacles in communication is the lack of understanding from the community, especially job seekers, regarding the procedures that must be followed in making AK 1. Some job seekers only know some basic information about the administrative requirements, but they do not know the next steps clearly. This causes them to often have to ask further questions, which adds to the workload of officers and extends the duration of service.

Some job seekers even admitted that they did not understand how to use the online registration system or form that is sometimes used in the registration process, because they were not given clear instructions on how to access or fill out the form. This lack of understanding causes delays in the process, both for job seekers and officers who must provide further explanations.

- **Differences in Perception between Officers and Job Seekers:** There are differences in perception between officers and job seekers regarding the effectiveness of the communication carried out. Officers feel that they have conveyed complete and clear information, but many job seekers feel confused or do not get the information they need. This is caused by differences in communication styles between officers and the public. Officers sometimes assume that the information conveyed is sufficient, whereas for some job seekers, the way it is conveyed may be too technical or not easy to understand.

For example, in conveying information about administrative procedures, officers may use overly formal language or technical terms that are not easily understood by most job seekers, especially those who are not familiar with administrative terminology.

- **Limitations of Information Media:** Although the Department of Manpower and Transmigration has tried to disseminate information through various channels, such as bulletin boards in offices and social media, not all people have adequate access to receive this information. Several areas in Sikka Regency have limited internet access, so job seekers who live in remote areas often cannot access information through digital channels such as websites or social media. In addition, job seekers who are not familiar with technology also have difficulty finding information online.

In addition, the notice boards installed in the Disnakertrans office have also proven to be less effective, because job seekers do not always have the opportunity to see the announcements, especially when they come outside of working hours or are not aware of the information posted.

3.3. User Service Satisfaction

Despite some barriers in service communication, most job seekers interviewed were satisfied with the friendly attitude of the officers and the ease of access to services. They appreciated the friendly attitude and willingness of officers to help when they had difficulty following procedures. Officers who



were proactive in providing assistance, such as providing additional explanations or helping to fill out forms, made job seekers feel valued and respected.

However, despite the officers' good attitude, most job seekers expect improvements in terms of clarity of information and more structured delivery of procedures. They suggested that information be more systematically arranged and easily accessible, either in the form of more detailed written guides or video tutorials that can be accessed online. A clearer and more transparent procedure will also reduce confusion and increase service efficiency. In addition, job seekers also expect officers to be more proactive in providing more detailed information regarding the follow-up process after file collection, so that they do not feel confused or neglected after the registration stage.

4. CONCLUSION

From the results and discussions conducted regarding public service communication in the process of making AK 1 at the Manpower and Transmigration Service (Disnakertrans) of Sikka Regency, it can be concluded that in general, the services provided have been running well. However, there are still several obstacles that affect the effectiveness of communication, which need to be fixed to ensure more optimal services for the community. One of the main problems found is the lack of clarity of information conveyed to job seekers regarding the procedures that must be followed in making AK 1.

Although officers have provided basic information on the requirements and steps required, there are still shortcomings in terms of delivering more detailed and structured information. Job seekers often feel confused about the next steps after submitting files, which indicates a gap in communication between officers and job seekers. Therefore, it is important for the Manpower and Transmigration Office to improve the quality of communication carried out, by ensuring that the information provided is clearer, easier to understand, and easily accessible to all levels of society.

More transparent and structured communication is needed to improve the quality of public services at the Manpower and Transmigration Office. One effort that can be made is to adopt a more effective communication strategy, such as utilizing social media, creating video tutorials, or developing digital-based applications that allow job seekers to access information more easily and quickly. The use of this technology can also help people who have limitations in accessing information conventionally, such as through bulletin boards or brochures that may not always be available or easily accessible to everyone. By using social media and digital applications, the Manpower and Transmigration Office can reach more people, including the younger generation who are more familiar with technology. Video tutorials and digital-based applications that can be accessed anytime and anywhere can also help reduce confusion among job seekers, because they can get a visual explanation of each stage that must be taken in making AK 1. Thus, communication becomes more efficient and accessible to various groups, both those who have access to technology and those who do not.

In addition, improvements in communication are expected to increase user satisfaction. Job seekers who receive clearer and more complete information will certainly feel more appreciated and respected, and feel more comfortable in following existing procedures. This will have a positive impact on the relationship between the government and the community, which in turn will increase public trust in the quality of public services provided by the government. This built trust can also strengthen active community participation in utilizing available services, as well as encourage increased effectiveness of public services in the future.

By considering the importance of transparency and accessibility in communication, it is expected that the Sikka Regency Manpower and Transmigration Office can continue to improve the quality of its public services, in order to meet the expectations of the community and provide optimal benefits for job seekers who need AK 1 as one of the important documents in the job search process. Therefore, improving and developing public service communication is a very important strategic step, not only to

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increase public satisfaction, but also to create a more harmonious and productive relationship between the government and the community.

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