# SOCIALIZATION OF COMPLAINT SERVICE APPLICATION MANAGEMENT IN MEKARJAYA VILLAGE, CIANJUR

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## Abstract

The village, as the closest government institution to the community, has the responsibility to provide good and prompt services. In Mekarjaya Village, Campaka, Cianjur, an information system called SISimpe has been developed as a platform for monitoring complaints and submissions. This system was built as a testament to the concern of the UNPI Cianjur academic community for the harmony of Mekarjaya Village residents. The idea for developing the application originated from the findings of the Community Service Team's survey, which indicated that Mekarjaya Village needed a communication platform and had issues with conveying complaint information or proposal submissions, especially during the selection of village officials, where there was a lot of unverified and often misleading information, even tending towards hoaxes. Therefore, in this follow-up service activity, based on the existing platform and the problem of misinformation being spread by irresponsible parties, the team is conducting outreach for the SISimpe application as an effort to foster a responsible character in communicating all information. This community service compares and observes the behavior of society in using the application and its impact on their character, through questionnaires and direct interviews with the application users. The results show a significant change in the behavior of the community, becoming more responsible in delivering information.

**Keywords**: Village, Hoax, Character.

## *Abstrak*

*Desa, instansi pemerintahan paling dekat pada masyarakat tugasnya melakukan pelayanan dengan baik, dan cepat. Di Desa Megarjaya Campaka Cianjur telah dibangun Sistem informasi sarana untuk memonitor pengaduan dan pengajuan (SISimpe), sarana ini dibangun sebagai bukti kepedulian civitas UNPI Cianjur terhadap kerukunan warga Desa Mekarjaya. Ide pembangunan aplikasi berasal dari informasi, dari survey Tim Pengabdian bahwa Desa Mekarjaya memerlukan sarana komunikasi dan terdapat permasalahan dalam menyampaikan informasi pengaduan atau pengajuan usulan, terutama pada saat pemilihan perangkat desa banyak bermunculan informasi simpang siur yang tidak bisa dipertanggungjawabkan kebenarannya bahkan cenderung mengarah pada hoax, sehingga pada pengabdian lanjutan ini berdasarkan sarana dan adanya permasalahan penyampaian informasi yang dilakukan pihak tidak bertanggungjawab mengarah pada hoax maka pengabdi melakukan sosialisasi aplikasi SISimpe ini sebagai upaya pembentukan karakter bertanggungjawab dalam menyampaikan segala informasi. Pengabdian ini melakukan perbandingan dan observasi masyarakat atas penggunaan aplikasi serta dampak perubahannya terhadap karakter, melalui kuisioner dan wawancara secara langsung pada pengguna aplikasi. Hasilnya terdapat perubahan nyata prilaku masyarakat menjadi lebih bertanggungjawab dalam menyampaikan informasi.*

*Kata kunci : Desa, Hoax, Karakter.*

## Introduction

According to Chen (2015), a hoax is false information, news, or deceptive reports. The KBBI (Indonesian Dictionary) defines a hoax as false news (Diskominfo, 2018). Meanwhile, the Oxford English Dictionary defines a hoax as "malicious deception" or lies for evil purposes (Wahyuningsih, 2023). Therefore, a hoax can be concluded as fabricated (engineered) information intended to conceal the actual information. In other words, a hoax is an attempt to distort facts with seemingly convincing but unverifiable information (Arita, 2023).

Hoaxes are spread with unclear and misleading motives, deceit, and their aim is to confuse people and lead them to make wrong decisions (Admin, 2018). The impact of a hoax is significant because unverified news creates uncertainty (Aimeur, 2023). Hoaxes can damage character and differ from criticism as they involve manipulation, dishonesty, and harming others (Prathama, 2022). A hoax is considered a criminal act in the cyber domain. Hoaxes often

stem from a mentality that disregards integrity, particularly when they are presented under the guise of religion (Safitri, 2022).

The impacts of hoaxes are extraordinary, including social, economic, political, and security effects, with a significant threat to national unity. Hoax news content often contains negative elements that incite and slander (Hatta, 2020). Hoaxes target emotions, creating negative opinions and leading to disintegration. They also provoke and incite negative agitation, stirring up hatred, anger, and incitement among people (for riots, rebellions, etc.) (Jay, 2008). This is usually done by political figures or activists, delivering fiery speeches to influence the masses (Permana, 2019).

Hoaxes are also negative propaganda, where there is a deliberate and systematic effort to shape perceptions, manipulate cognition, and directly influence behavior to elicit responses aligned with the propagandist's intentions (Albert, 2023). The spread of hoaxes frequently occurs on social media and affects public thinking. The ease of access to create social media accounts allows irresponsible individuals to create fake accounts to spread hoaxes to the public (Sasmita, 2022).

The creation of fake accounts is motivated by the ease with which people are influenced by news without verifying its truth, leading to misdirection and problems. The phenomenon of hoaxes is commonly found on social media today (Juditha, 2018).

The public plays a role in countering hoaxes because they are the ultimate target of hoax production. If the public possesses knowledge and critical thinking skills, circulating hoaxes will not be able to create controversy (Iskandar, 2023).

If examined from its sources, hoaxes are produced by various print or electronic media. Ryan Holiday, the author of the book "Trust Me, I'm Lying", has highlighted the facts about media reporting, admitting to being a media manipulator (Samoilenko, 2012). At that time, mainstream media had not developed as it has today. Nowadays, mainstream media allows people to produce news without going through journalistic processes. This has led to stakeholders exploiting opportunities to produce hoaxes.

Hoaxes are currently evolving very rapidly. This development is driven by advancements in technology and information systems (IS) (Kraus, 2021). The progress in technology is not accompanied by adequate user literacy. Indonesia, as a developing country, relies heavily on technology, particularly information technology, as a foundation for development across various sectors, and it is not exempt from hoaxes (Dudhat, 2023).

The phenomenon of hoaxes occurs in this technological era, where people easily access various types of information through social media. The advancement of technology each year brings both positive and negative effects. The information accessed often makes it easy for people to be deceived by rumors (hoaxes), and it has become difficult to distinguish between what is genuine and what is fake (Juditha, 2018).

The use of social media as an information medium has started to cause concern among the public due to the widespread dissemination of hoaxes. The spread of hoax news (information) is supported by advanced technology developments (Luo, 2021).

Similarly, the Mekarjaya Village Government is very aware of the dangers of hoaxes and thus plays a strategic role in public service. Building public trust in government administration is an activity that aligns with the public's expectations and demands for improved services (Putera, 2023). Public complaints are one of the efforts to engage the community in the government's efforts to enhance public services and implement good governance (Irfansyah, 2024).

Initially, complaints and proposal submissions were done manually, either through suggestion boxes or directly through village officials. Some of these suggestions and complaints were hoaxes, and sometimes the sources were not identified. The application requires submitters to upload their real identities so that the village head can address the issues directly, ensuring that the information on complaints and proposals is not misleading.

**Implementation Method**

The implementation methods for community service can focus on participatory and collaborative approaches involving

residents (Cahyono, 2024). Here are some methods that can be used:

1. Socialization & community education
2. Training on the use of complaint communication tools
3. Development and strengthening of complaint infrastructure
4. Monitoring/evaluation of the implementation of complaint tools
5. Assisting the community in the complaint process
6. Social responsibility counseling
7. Creation of a complaint ethics guide.

These methods will support the formation of responsible character by actively involving the community in utilizing complaint communication tools and providing solutions to issues in Mekarjaya.

## Results And Discussion
### A. Place of Service

The community service is conducted in Mekarjaya Village, Campaka District, Cianjur Regency, West Java.
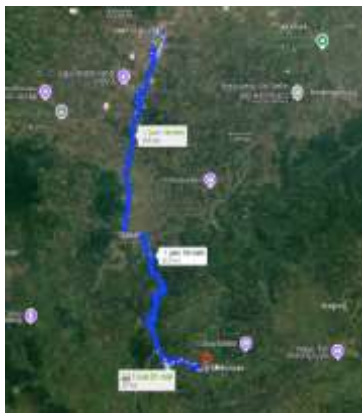


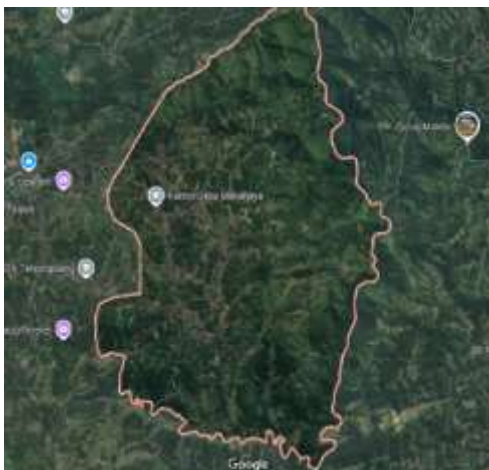Figure 1. Distance to the Service Location (Gmap)



Figure 2. Service Location (GMap)

### B. Result & Discussion

Based on the implementation methods, this community service can be focused on participatory and collaborative approaches that involve residents directly, in order to develop a responsible character. This effort is made to align with the competency of the service providers using the developed application. Thus, the following steps are taken:

1. Socialization & community education

In this first stage, socialization and understanding of the complaint monitoring application, called the Complaint and Proposal Monitoring Information System (SISimpe), are carried out. SISimpe is an abbreviated name derived from the Sundanese word "Simpe" which means quiet or calm, implying that the system aims to be calm or not chaotic. In this socialization and education phase, the dangers of hoaxes, the Electronic Information and Transactions Law (ITE), and penalties for spreading hoaxes or false news are explained



Figure 3. Stop Hoax Appeal (Ginting, 2024)

The image above shows a feature of the system information that includes a warning to stop engaging in hoax activities.

The socialization and education were conducted with representatives from all neighborhoods in Mekarjaya Village, with each neighborhood represented by one resident. The materials covered included:

a. Presentation of information on hoaxes.
b. The Electronic Information and Transactions Law (ITE).
c. Penalties for hoax spreaders and violators of the ITE Law.
d. Procedures for conveying and identifying information.

To assess the effectiveness of the socialization and education on the application

being promoted, pre- and post-tests were conducted for this socialization activity.

Table 1. Pre-Test of Socialization

| No | Test Material | Results | |
|----|---------------|---------------|-----|
| | | Understanding | Not |
| 1 | Understanding of hoax information | 45% | 55% |
| 2 | The dangers of hoax (false) information | 10% | 90% |
| 3 | Understanding of the ITE Law | 15% | 85% |
| 4 | Penalties for hoax spreaders and the ITE Law | 5% | 95% |
| 5 | Procedures for filtering and conveying information | 20% | 80% |
| 6 | In Mekarjaya Village, a complaint monitoring application has already been developed. | 10% | 90% |

Table 1 shows the results of the testing conducted before the socialization was implemented. According to the table, out of 30 participants, 45% already understood that hoax information is false but did not have a deeper understanding, so they did not counter hoaxes due to a lack of awareness of the dangers. Meanwhile, 55% did not understand but had frequently heard about hoaxes from various sources. Next, 10% of the community understands hoaxes, while 90% do not. The 10% who understand are only aware through information from social media and television, and they have not yet grasped the real dangers.

2. Training on the use of complaint communication tools

Through socialization and education, as shown in the pre- and post-test tables, it is evident that the community's understanding of information technology and its regulations was initially not very strong. After the socialization, the community's understanding improved. This was followed by direct training on how to use the application, which includes features such as home, vision & mission, history, and staff.



Figure 4. Home

Next, when a user (admin or regular user) engages with the system, they must first register by clicking the login menu and completing the registration process.



Figure 5. User Registration

Next, after registration is verified, the user can engage with the system by first logging in. Then, the page displayed will correspond to their role as either an admin or a regular user.



Figure 6. Admin Dashboard

The page above (Figure 6) is the admin dashboard, where the admin can control the

application and access all available features or menus. For example, the admin can: 1. Add officers to monitor public complaints (officers are neighborhood/hamlet leaders-RT/RW), 2. Add community member data, and 3. Manage complaints and proposals.
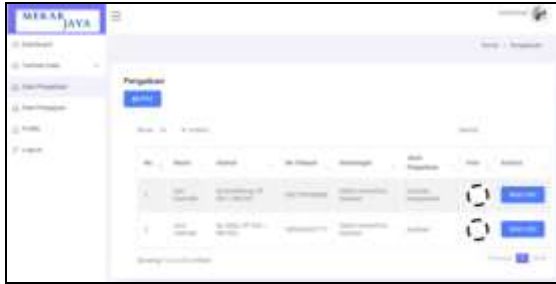

Figure 7. Public Complaints

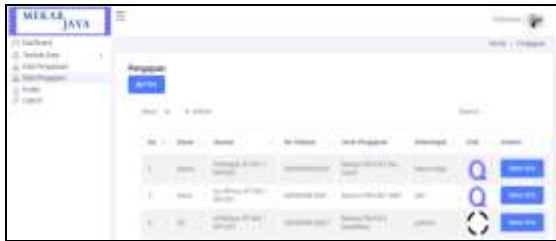Figure 7. Complaint page managed by the admin.


Figure 8. Community Proposal Submission

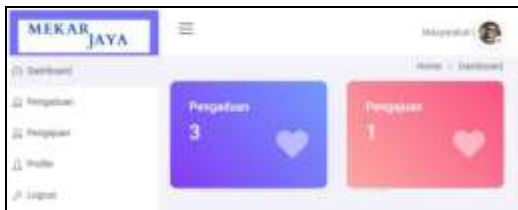Proposal submissions are controlled by the admin through the page above (Figure 8).


Figure 9. Regular User Dashboard

Next, a regular user or community member, when interacting with the system, can see the complaint and proposal submission pages as shown in Figure 9, where they can submit complaints and proposals.
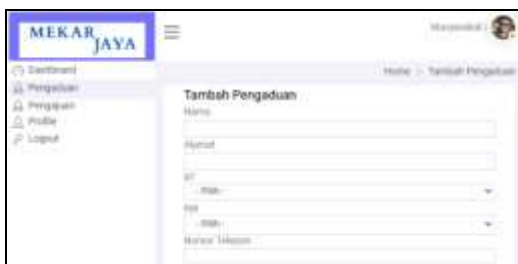


Figure 10. Complaint Page

Figure 10 shows the application's interface for the complaint page.


Figure 11. Complaint Page Details

To ensure the validity of the complaint page, the detailed description is shown in Figure 11.
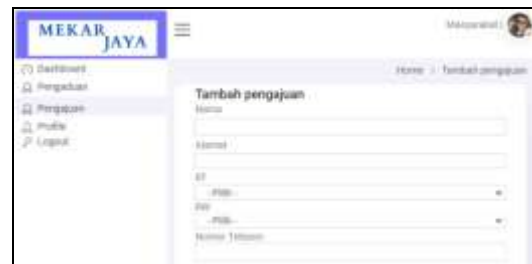

Figure 12. Proposal Submission Page

Figure 12 shows the proposal submission page that can be used by the residents of Mekarjaya Village.


Figure 13. Proposal Submission Page Details

Figure 13. The details of the proposal submission page show that to ensure the proposal is properly identified, the submitter's identity and photo must be provided.

3. Strengthening infrastructure

The goal is to establish or strengthen an effective and transparent complaint mechanism in Mekarjaya so that the system can be easily accessed by the community. This is achieved by collaborating with government authorities or community organizations to provide the necessary complaint tools. Thus, currently, complaints and proposals can be submitted through various platforms such as online platforms, physical complaint boxes, dedicated service numbers, and SISimpe. This system has become one of the tools for the residents of Mekarjaya Village to submit complaints and proposals to the Village Government.

Table 2. Ease of Access

| Tools | Facility |
|---|---|
| Website (mobile) | Computer kiosks in the village |
| Available 24 hours | Website online 24 hours |

The access infrastructure in Table 2 above explains the procedures through which the community can gain access.

Table 3. Optimization of Facility Usage

| Tools | Optimization |
|---|---|
| SISimpe/ Platform daring | 90% |
| Direct complaint box | 5% |
| Hot line | 5% |

Table 3 shows the optimization of facility usage by the community, where the use of online platforms reaches 90% due to its convenience and the ability to submit information from anywhere.

4. Monitoring and Evaluation of the Implementation of the Complaint System.

In this article, the effort to compare the best practices in monitoring and evaluating the implementation of complaints and proposals in Mekarjaya Village resulted in:

Table 4. Sense of Responsibility

| Tools | Percentage |
|---|---|
| Platform online (SISimpe) | 90% |
| Direct complaint box | 5% |
| Hotline (Telp layanan) | 5% |

Based on Table 4, monitoring and evaluation of the implementation of the complaint and proposal submission system by the residents of Mekarjaya Village show.

The purpose of Table 4 is also to ensure that the complaint system operates effectively and that there is an improvement in residents' responsibility regarding the use of the system. This is achieved by conducting regular observations and surveys on the effectiveness of the existing complaint facilities, as well as obtaining feedback from residents about their experiences using the system.

This sense of responsibility is demonstrated by the submission of complete identity data for complaints/proposals, ensuring that these complaints/proposals can be followed up and held accountable.

5. Assistance with the Complaint and Proposal Process.

Based on the sequence of activities conducted, it is important to provide understanding and assistance with the complaint and proposal process for various issues faced by the community. The community is educated that they should not submit unverified (hoax) information that cannot be substantiated.

Those who spread false or hoax information online will face legal consequences under positive law. Positive law refers to the laws that are in effect. Therefore, individuals spreading hoaxes will be subject to the Criminal Code (KUHP), Law No. 19 of 2016 on Electronic Information and Transactions (ITE), Law No. 40 of 2008 on the Elimination of Racial and Ethnic Discrimination, and actions if hate speech leads to social conflict. According to the mentioned laws, the government takes firm steps to punish anyone disseminating false information (hoaxes).

Through this assistance process, community awareness regarding the dangers of spreading false information (hoaxes) has been significantly heightened.

6. Social Responsibility Outreach.

The Mekarjaya Village Government encourages the submission of complaints and proposals through the SISimpe application. This initiative aims to raise community awareness about the significance of both personal and collective responsibility in addressing issues within their local environment.

By utilizing this system, residents are empowered to participate actively in identifying and resolving problems, promoting a collaborative approach to fostering a better community. The focus on accountability ensures that submissions are meaningful and contribute positively to local development.

Only complaints or proposals submitted with genuine identities will be addressed. This differs from suggestion boxes, where contributors often remain anonymous, leading to submissions sometimes being categorized as hoaxes.

The implementation method involves conducting outreach through various channels, including print media, online platforms, and direct meetings. These efforts aim to emphasize the community's role in maintaining the local environment and encourage responsible complaints that contribute positively without causing unnecessary disruptions.

7. Development of a Complaint Ethics Guideline

The Mekarjaya Village Government and UNPI Cianjur facilitators, through this outreach and education, provide guidance on the procedures for submitting complaints and proposals, serving as a guide for filing these submissions. In addition to the outreach and education efforts, the procedures for complaints and proposals are also communicated through printed guidelines posted on suggestion boxes, bulletin boards, and similar places.

These methods will support the development of responsible character by actively involving the community in using the complaint communication system and providing solutions to issues in Mekarjaya. This is evidenced by the results from the post-test as follows:

Table 5. Post-Test of Outreach

| Test Material | Result | |
|---|---|---|
| | Understand | Not |
| Understanding of hoax information | 100% | 0% |
| The dangers of hoax (false) information | 100% | 0% |
| Understanding of the ITE Law | 95% | 5% |
| Penalties for spreading hoaxes and the ITE Law | 95% | 5% |
| Procedures for filtering and presenting accurate information | 100% | 0% |
| In Mekarjaya Village, a complaint monitoring application has been developed | 100% | 0% |
| Understanding the complaint application, its features, and tools | 100% | 0% |
| Understanding the procedure for filing a complaint | 100% | 0% |
| Understanding the complaint infrastructure/facilities in Mekarjaya Village | 100% | 0% |
| Understanding the procedures for filing a complaint | 100% | 0% |

Based on Table 5, it is confirmed that the application (information system) for complaint and proposal communication, along with the entire series of outreach activities, has successfully developed a responsible character among the participants in the outreach program.

**Conclusion**

He issue of hoaxes is particularly important because they can divide and reduce the conducive atmosphere of an environment. Disruptions to a conducive atmosphere in Desa

Mekarjaya may stem from dissatisfaction with services. Therefore, together with volunteers from UNPI Cianjur, Desa Mekarjaya conducted a socialization on the use of digital communication tools to foster responsible character in information dissemination. This effort to build character involved providing education and socialization on the ITE Law, the dangers of hoaxes, legal sanctions for hoax spreaders, and the obligation to upload identity on applications (digital footprint). The results of this education are as follows: Understanding of hoaxes and their dangers (100%), Education on the ITE Law and sanctions for violators (95%), Guidance on complaints/filings and understanding of applications (100%).

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