

Analysis: Managing Public Complaints in Handling Waste in Padang City

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Abstract: Public service is the most basic and important thing for a government organization. Law Number 25 of 2009 concerning Public Services explains that the implementation of public services at least includes the implementation of complaint management, information management and counseling to the community. On the other hand, environmental issues are a major issue in almost all regions of Indonesia, including Padang City, which in 2023 Padang City will be categorized as a Waste Emergency City. The purpose of this article is to find out and analyze the strengths, weaknesses, opportunities and threats and strategies of community complaint management in waste handling. The method used is qualitative research with a descriptive approach in analyzing data using SWOT analysis as well as weighting and ranking IFAS and EFAS to determine the right strategy based on the characteristics of management complaints by Robert Johnston with 7 (seven) characteristics, namely Commitment, Visible, Accessible, Simplicity, Speed, Fairness and Confidential. From the research carried out, 46 variables were found from the SWOT aspect. Based on the results of the weighting and ranking of IFAS and EFAS in the SWOT analysis, the strength posture value was 0.120 and the competitive posture value was 0.156. This value lies in quadrant I (S, O) with the diversification strategy used, namely building cooperation with BUMN/BUMD/private sectors related to the management and promotion of complaint flows by installing flyers in facilities and public transportation, a more simplified flow, maximum use of social media and collaboration with influencers in Padang City.

1 INTRODUCTION


Public service is the most basic thing for a government organization because service is closely related to community satisfaction which then the community will directly assess the performance of the government and will subsequently give a positive or negative image. Various public service facilitations must be closer to the community so that they are easily accessible to the public. In addition, the community will feel that they have these public services so that their implementation is accepted and fully supported by the community.


In Law Number 25 of 2009 concerning Public Services in article 8 paragraph (2) it is explained that the implementation of public services at least includes the implementation of complaint management, information management and counseling to the


community. This has an impact that the government is obliged to provide public service complaint facilities and provide good public services, and is required to be able to act quickly, completely and with quality.

Public complaints are a form of public dissatisfaction with the quality of services received which often leads to the birth of public demands, often seen as bad for the life of an organization, including the bureaucracy (Suryadi, 2010: 293). Community Complaint Service is a social control over the implementation of community service government. In order to encourage community participation in development and improve the quality of public services.

On the other hand, environmental issues are always on the other hand, environmental problems that have always been a big issue in almost all urban

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areas in Indonesia are the waste problem. Waste is a problem that needs to be considered, because if not paid attention to properly, it will cause other problems such as health problems, equality, order and beauty. In addition, the high population density makes public consumption even higher. The problem is

increasing, when the waste consumed by urban residents causes serious pollution. The results of research by Jenna.R. Jambeck and her colleagues (Sari, 2017) in 2015 Indonesia was in the second position of contributors of plastic waste to the sea after China.

Some people still do not care where and where the garbage is dumped, from the data found that many points are illegal temporary dumping sites in Padang City, the number of illegal TPS in Padang City is explained in the Table 1.

Table 1: Number of Illegal TPS in Padang City

No	District	Total Illegal TPS	derl y	Not in Order
1	Bungus Teluk Kabung	12	1	11
2	Koto Tangah	60	1	59
3	Kuranji	105	7	98
4	Lubuk Begalung	59	3	56
5	Lubuk Kilangan	5	2	3
6	Nanggalo	62	4	58
7	Padang Barat	110	25	85
8	Padang Selatan	115	2	113
9	Padang Timur	64	12	52
10	Padang Utara	48	4	44
11	Pauh	30	1	29
Total		670	62	608

Source : Dinas Lingkungan Hidup Kota Padang

Padang City as the Capital City of West Sumatra Province with an area of 694.96 km². Administratively, the Padang City Government is divided into 11 sub-districts and 104 sub-districts. Based on BPS data in 2023, Padang City has a population of 1,053,000 people. Currently, according to a field study by the Padang City Government, Padang City is in a waste emergency condition and must be handled seriously. The waste pile in Padang City reached 660.50 tons/day while the volume of waste disposed of at the Aia Dingin Final Disposal Site (TPA) in 2021 was 478 tons/day or 72.4% of the total waste generated. And about 7.0% is recycled, 0.4% is

composted and 20.2% is burned, thrown away or leaked into the environment. From the Table 1, it can be seen that there are still many disorderly things in Padang City that can result in complaints by the community so that it will affect the satisfaction of the community.

2 METHOD

The type of research in this study is qualitative research with a descriptive approach, where the existing problems are described through a deep understanding and developed based on the informants' point of view. The data collected is data derived from interview scripts, field notes, personal documents, memo notes, and other official documents.

Data collection techniques are important in research, because this technique is a strategy to obtain the necessary data. The success of the research largely depends on the data collection techniques used. The data collection in this study is intended to obtain materials, information, facts and reliable information. According to (Sugiyono 2014: 224) stated that the data collection procedure is the most strategic research stage because data collection is the main purpose of the research.

In this study, the data collection used is triangulation data collection. According to (Sugiyono 2014: 83) triangulation is defined as a data collection technique that combines various data collection techniques and existing data sources. This means that the author collects data as well as tests the credibility of the data, checks the credibility of the data with various data collection techniques and various data sources, namely participatory observation, in-depth interviews and documentation,

In this study, the author analyzes the data using SWOT analysis. Furthermore, determine the SWOT matrix after the study, and in the selection of strategies to carry out the weighting and ranking of IFAS and EFAS, SWOT analysis of Community Complaint Management in Handling Sanpah in Padang City.

To assess IFAS and EFAS is carried out by distributing questionnaires to respondents. The SWOT analysis questionnaire is prepared based on the acquisition of SWOT analysis based on the theory of complaint management. The factor assessment used an internal and external factor questionnaire (SWOT) with respondents from stakeholders related to the management of community complaints in waste handling. The determination of respondents in this

study is not subject to the minimum number of requirements. This is because the selection of respondents is carried out by purposive sampling or selection based on certain considerations.

3 RESULTS AND DISCUSSION

The results and discussions in the analysis of Community Complaint Management in waste management are related to the theory of Complaint Management by Robert Johnston which is divided based on 7 (seven) main characteristics of Complaint Management, namely: Commitment, Visible, Accessible, Simplicity, Speed, Fairness and Confidential. namely:

3.1 SWOT Analysis

3.1.1 Strenght

In the author's findings, it was found that the Padang City Government through the Padang City Environment Agency already has a budget to manage community complaints in waste handling which in 2023 is worth IDR 22,856,300 where every year DLH is obliged to compile a report where in the report from year to year, as well as from all complaints that enter the Padang City Environment Agency, all of them have been followed up by the Padang City Environmental Agency which can be seen in the Table 2:

Table 2: Number of Complaints from year to year

N o	Year	Number of Complain ts	The number does not continu e	Percentage of followed up
1	2019	30	30	100%
2	2020	37	37	100%
3	2021	36	36	100%
4	2022	54	54	100%
5	2023	54	54	100%

From the table above, it can be seen that all complaints that come to the Padang City Environmental Service have carried out their duties well. So the author concludes that the strength of the commitment of community complaint management in waste handling in Padang City is the seriousness of the Environmental Service in managing complaints supported by the budget from year to year. In

addition, the Environment Agency has also provided a Community Complaint Service Flow in the image below.



Figure: 1 Procedures for Submitting Public Complaints in Padang City

From the picture above, it can be seen that the existing SOPs have explained how and to whom. The Environment Agency in receiving services has provided easy, cheap and free media and can be viewed anytime, anywhere. Furthermore, the Environmental Agency has guaranteed the confidentiality of the whistleblower by conveying promotions to the community through the available flyers.

3.1.2 Weaknesses

The weakness found by the author based on the results of the author's interview is the limitation of the apparatus that manages the limited complaints of the community both in terms of quality and quantity. Lack of socialization due to limited available budgets. And the lack of public awareness is a weakness of managing community complaints in handling waste. Furthermore, the SOP that seems rigid where it is stated that the community who submits a complaint does not meet the aspect of data needs in managing a complaint, then the complaint cannot be forwarded (registered). So that not all incoming complaints can be followed up.

3.1.3 Opportunities

The opportunity that the author finds is to ensure partnership/cooperation for the management of community complaints in waste handling with BUMN/private sectors by establishing an MoU or mutual agreement in the management of community complaints in waste handling.

3.1.4 Threats

Based on the author's findings, related to threats in the management of community complaints, the commitments formed are temporary or not continuous so that inconsistencies arise in the management of information and publications to the community. Furthermore, the format of managing community complaints in handling waste is standard and takes a long time to revise a regulation that makes the existing SOPs seem convoluted and not up-to-date. Furthermore, the limited authority of the Environmental Service makes it impossible to manage community complaints optimally (resolved). Furthermore, limited human resources are due to the available budget, which can be said to be minimal. The available budget is also categorized as small to carry out the task of managing community complaints in one Padang City.

3.2 SWOT Matrix after Research

Based on the discussion above, we can pour it into the SWOT matrix table after the research, then it can be explained as follows:

1. S-O Strategy (Strenghts Oppurtunities)

The SO strategy is an effort that uses internal strengths to take advantage of the opportunities available in the external environment. Alternative strategies that are recommended as a strength-opportunity strategy are:

- a. With the budget, it is utilized by involving SOEs/private sectors by utilizing CSR funds to involve influencers in Padang City in the context of promoting the submission of complaints about waste handling and informative education about the dangers of waste that is not managed properly where Padang City is currently a Waste Emergency City;
- b. The existing SOPs are promoted continuously by involving media owned by SOEs/BUMDs/private sectors by placing flyers in public facilities and public transportation;
- c. The use of social media is consistently related to including the flow of community complaint services;

2. W-O Strategy (Weakness Opportunities)

The W-O strategy or the opportunity strategy is a strategy that aims to improve the nternal weaknesses of the program by taking advantage of external

opportunities. Some of the strategies recommended as part of the opportunity weakness strategy are:

- a. Collaborate with BUMN / BUMD / Private Sector in the use of technology or applications from community complaint management so that even though human resources are limited, it does not leave an improvement in the management of community complaints in waste handling;
- b. Conducting socialization by including BUMN / BUMD / Private Sectors related to the management of community complaints in handling waste to the community
- c. Increasing incentives to the community in the context of increasing community participation

3. S-T Strategy (Strenghts - Threats)

- a. S-T strategy is a strategy that uses internal forces to avoid or reduce the impact of external threats. Some of the strategies recommended as a strategy for strength and threats are:
- b. The existence of an MoU between the private sector / BUMN / BUMD on the commitment to the sustainability of the promotion of socialization of community complaint management in waste handling
- c. Increase in budget in managing community complaints in waste handling

4. Strategy W-T (Weakness – Threats)

The W-T strategy is a strategy that aims to improve internal weaknesses in the program and reduce external threats. There are several strategies that are recommended as part of the weakness strategy – the threats is Carry out continuous socialization from the management of community complaints and increase public participation on the importance of protecting the environment, by utilizing the existing budget.

3.3 Weighting and Ranking of IFAS and EFAS

The determination of the position of community complaint management in waste handling is determined based on the results of the assessment of the weighting and ranking of internal and external factors. Based on the results of the survey of respondents, Stranght Posture 0.120 and Competitive Porsture 0.156 were obtained, so that the coordinate points can be seen in the following Figure 2.

Based on the axis coordinates of the results of the assessment of internal and external factors, it can be known that the strategy for managing community complaints in waste handling is in Quadrant I, which

means that it is an effort that uses internal forces to take advantage of the opportunities available in the external environment (SO).

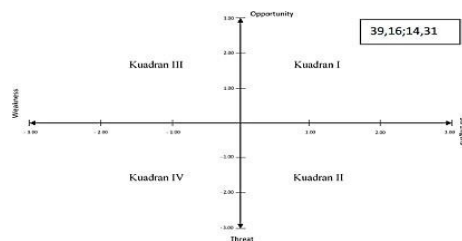


Figure 2: Position of Community Complaint Management in Waste Management

The selected strategies are:

- With the budget, it is utilized by involving SOEs/private sectors by utilizing CSR funds to involve influencers in Padang City in the context of promoting the submission of complaints about waste handling and informative education about the dangers of waste that is not managed properly where Padang City is currently a Waste Emergency City;
- The existing SOPs are promoted continuously by involving media owned by SOEs/BUMDs/private sectors by placing flyers in public facilities and public transportation;
- The use of social media is consistently related to including the flow of community complaint services;
- It is necessary to make a poster that is attractively designed about the flow of community complaints and where the community can submit complaints in handling waste in strategic places, community gathering points and general public transportation. The dissemination of information can also be done in other media such as local TVRI, local radio (RRI Padang) and announcements at the red light of the protocol road in Padang City.

4 CONCLUSIONS

Based on the results of the analysis and discussion, the author draws several conclusions as follows: The strengths possessed by the Padang City Government in managing community complaints in handling saspah to increase community satisfaction are (1) The availability of budgets, SOPs and service flows for managing community complaints through the Padang City Environmental Service (2) The channels used are easy, free, cheap and simple channels (3)

There are no categories and differences in cases in submitting complaints (4) The privacy of whistleblowers is maintained

- The weaknesses possessed by the Padang City Government in managing community complaints in handling saspah to increase community satisfaction are (1) limited number of human resources, authority and budget (2) standard SOPs that seem convoluted (3) lack of community participation (5) limited and poorly utilized applications
- Opportunities owned by the Padang City Government in managing community complaints in handling waste to increase community satisfaction are partnerships / Cooperation / collaboration with BUMN/BUMD/private parties in the management and utilization of applications in managing community complaints (2) Collaborating with influencers in the context of promoting and publishing complaint services and placing flyers in facilities and public transportation (3) Simplification of existing SOPs (4) Training in periodically to human resources to manage community complaints
- Threats owned by the Padang City Government in managing community complaints in handling saspah to increase community satisfaction are (1) Temporary commitment and support (2) Promotion and socialization limited by the budget (3) Lack of public concern for environmental cleanliness (4) Public fear of privacy that is not maintained
- The right strategy is used in the management of community complaints in waste handling to increase public satisfaction based on the results of the weighting and ranking of IFAS and EFAS with a strength posture value of

0.120 and a competitive posture of 0.156 is in quadrant I (S(SO)) namely (1) with a limited budget can involve SOEs/BUMDs/private sectors by utilizing CSR funds to collaborate in building easy applications, (2) SOPs or service flows are informed continuously and massively to the public by using social media owned by BUMN/BUMD/private sectors and the installation of flyers in facilities and public transportation (3) Involving influencers in Padang City in the context of promoting socialization to the community

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