The Sustainable Development Communication Strategy of The Tangerang City Communication and Information Agency in Socializing The Implementation Of Digitalization Through The People's Aspiration and Complaints Online Service (Lapor) Program

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Abstract. This research aims to analyze the sustainable development communication strategy of the Tangerang City Communication and Information Agency in socializing the implementation of digitalization through the People's Aspiration and Complaints Online Service (LAPOR) program. The People's Aspiration and Complaints Online Service (LAPOR) is an online-based System for Managing Public Service Complaints (SP4N). This study employs a qualitative research approach with data collection techniques including observation, interviews, and documentation. The research utilizes Hafied Cangara's theory (2013), which consists of research, planning, execution, evaluation, and reporting. Based on the research findings, the Information and Communication Agency of Tangerang City did not conduct research before the socialization and incorporated communication elements during the planning stage. The planning process involved the allocation of human resources and budgeting before launching the online public service. Implementation was conducted through socialization via social media (Instagram, Twitter, Facebook), print media (newspapers, magazines, billboards), and field activities, including the participation of the Mayor of Tangerang City. Evaluation was performed by measuring Key Performance Indicators (KPIs), although a routine review of internal and external strategy factors was not conducted. Written reports about socialization activities were not specific to LAPOR but were regularly submitted to the highest authorities and relevant departments, including LAPOR socialization. Follow-up actions: Complaints submitted through the LAPOR system were addressed promptly and responsively. There were three types of follow-up actions: approval, pending, and archiving, depending on the clarity and significance of the received complaints or aspirations.

Keywords: sustainable development communication strategy, implementation of digitalization

1 Introduction

The use of digital technology within the scope of government allows for more efficient data integration, with positive consequences for inter-agency coordination in the government sector [1]. This finding aligns with research by Chen et al., which describes how digitalization can expedite decision-making processes at the governmental level [2]. Additionally, emphasizes the importance of transparency in the adoption of digital technology by the government, which has the potential to build public trust in governmental institutions [3]. In a study the use of digital technology in the government sector has enhanced efficiency in the provision of public services, including public administration and data management [4]. Research by Pratiwi also underscores the significance of digitalization in improving transparency and accountability at the governmental level. The research findings by Susanto reflect the positive impact of digitalization in government, with increased efficiency in decision-making processes at the strategic level [5].

Communication plays a pivotal role in the context of sustainable development. The effective communication among various stakeholders, including the government, the public, and the private sector, plays a significant role in achieving the goals of sustainable development [6]. The significance of social media in facilitating communication and increasing public awareness of sustainable development issues [7]. In addition, transparency in government communication to the public plays a key role in building trust and enhancing participation in sustainable development efforts [8]. Underscore the crucial role of communication in mobilizing public support and providing an understanding of sustainable development issues at the national level [9].

Research on the communication strategies of the Tangerang City Communication and Information Office in introducing digitization through LAPOR holds significant importance. First, this research provides insights into how local governments use communication to introduce technology to the public. It helps us understand how local governments adapt to technological advancements to enhance public services. Second, this research offers valuable input for the Tangerang City Communication and Information Office to improve their communication strategies related to digitization. With a better understanding of the successes and weaknesses of the strategies they have implemented, they can design more effective approaches to introduce technology to the public. Finally, this research can also encourage public participation in digitization. By disseminating information about the benefits of digitization and how to use it through LAPOR, the public can gain a better understanding of their role in implementing this technology in public services. Thus, this research has positive implications for achieving sustainable development goals through information technology.

In the modern era, the government continues to be committed to engaging the public in the development process. One of the steps taken is the establishment of the National Public Complaints Management System (SP4N) through the People's Aspiration and Complaints Online Service (LAPOR). It is a platform used by the Indonesian population to convey all their aspirations and complaints through various channels, including the website www.lapor.go.id, text messages (SMS), and mobile applications for Android and IOS [10].

SP4N-LAPOR is designed to implement policies that ensure citizens' rights so that all types of complaints, without exception, will be forwarded to the relevant authorities in public services.

Its goal is to enable service providers to manage public complaints quickly, accurately, with simplicity, and efficient coordination for full resolution. Through this platform, service providers also grant the public access to participate in submitting complaints and enhance the convenience and quality of online complaints [11]. Public Complaint Services refer to information or reports provided by the public, both as individuals and in group form. These community complaints represent a form of oversight conducted by citizens and are subsequently forwarded to the relevant authorities for receiving and following up on the reports. The complainant or reporter can be a single individual or a group of people expressing their grievances or dissatisfaction related to the behavior and implementation of policy functions that have been conducted [12].
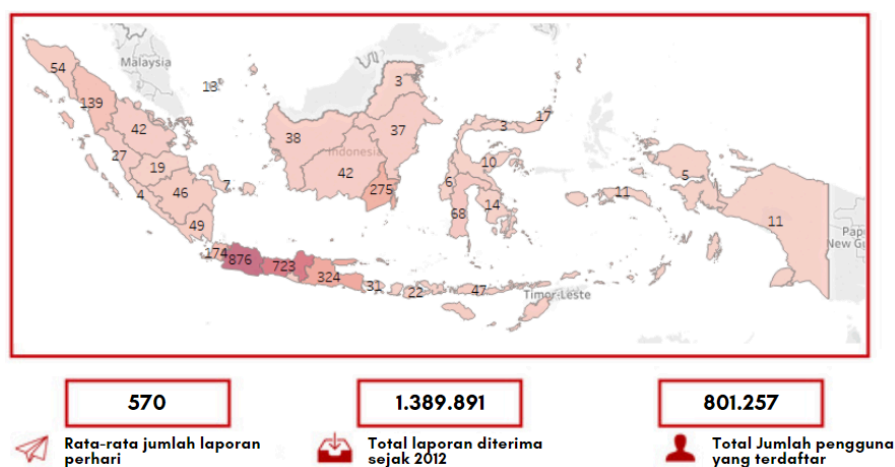

Fig 1. Number of Registered Users

SP4N-LAPOR has related to thirty-four ministries, ninety-six agencies, and 493 local governments in Indonesia. The total number of reporters across Indonesia as of January 2019 reached 801,257 users, and the total number of reports received amounted to 1,389,891. Many reports originated from the website, followed by SMS, Twitter, and the mobile application www.lapor.go.id. In the city of Tangerang, from the first report received on October 13, 2016, to June 15, 2023, a total of 2,081 reports have been recorded through the SP4N LAPOR channel (Diskominfo.tangerangkota.go.id). Communication strategy is a deliberate plan created to address issues identified by specific individuals or groups to achieve specific communication goals.

Communication strategy is a consciously devised plan to address something perceived as a problem by individuals or groups in achieving specific communication objectives [13]. Therefore, the Tangerang City Communication and Information Office, with the support of several LAPOR program supporting agencies, has implemented various communication strategies to inform the public about the LAPOR program. They have conducted SP4N-LAPOR socialization activities at various locations in Tangerang City with the aim of increasing public awareness and understanding of the role and function of SP4N-LAPOR (Diskominfo.tangerangkota.go.id). Many members of the public are still unaware of the existence of the SP4N-LAPOR Application. This is due to the ineffectiveness of communication strategies at various stages, from planning to execution and evaluation. Public awareness and participation in the governance process remain low, resulting in

underutilization of the complaints system. Additionally, some members of the public still believe that reporting issues through the complaints channel will take a long time to reach resolution. The expression of aspirations and complaints plays a crucial role for the Local Government in their efforts to improve service quality [14].

Communication strategies for sustainable development have received significant attention in the past five years as a vital tool to promote environmental and social sustainability. The importance of integrating sustainability messages into corporate communication to enhance stakeholder engagement and foster a more sustainable business environment [15]. Furthermore, underscores the role of digital media and social platforms in shaping public perceptions and behaviors towards sustainability [16]. These studies emphasize the importance of strategic communication in advancing sustainable development goals.

Communication strategies for sustainable development have garnered increased attention in recent years as organizations and governments seek effective ways to address environmental and social challenges. Scholars like Castells have explored the role of digital communication technology in advancing sustainable development goals, highlighting the potential of social media platforms in facilitating public engagement and awareness [17]. Furthermore, the importance of framing sustainable development messages in ways that resonate with diverse audiences, acknowledging that effective communication requires cultural sensitivity [18]. These findings are supported the importance of stakeholder collaboration in the development and implementation of comprehensive communication strategies for sustainability [19]. Collectively, these studies underscore the multidimensional nature of sustainable development communication and its crucial role in achieving a more sustainable future.

Research on the role of the Communication and Information Office in promoting digitalization through the Online Aspiration and Public Complaint Services has gained significance in recent years. Scholars have examined the impact of these agencies in enhancing citizen engagement and participation in the digitalization process, emphasizing their vital role in promoting transparency and accountability in governance [20]. Furthermore, a study that focuses on the effectiveness of various communication strategies employed by these agencies to educate and encourage citizens to utilize online platforms to express their concerns and aspirations [21]. The importance of online services in improving government responsiveness and policy formulation [22]. Collectively, these studies elucidate the significant role played by Communication and Information Offices in harnessing digitalization to strengthen the relationship between citizens and governments and enhance governance.

The role of the Communication and Information Office in socializing the implementation of digitalization through the People's Aspiration and Complaints Online Service (PACOS) has become increasingly prominent in recent years. The crucial role of these agencies in ensuring effective two-way communication between the government and citizens, enhancing public engagement, and addressing issues related to digitalization initiatives [23]. Furthermore, a study that explores the impact of the PACOS platform in improving government transparency and accountability, emphasizing its potential to empower citizens by providing a direct channel for their voices to be heard [24]. The challenges and opportunities faced by Communication and Information Offices in utilizing digital tools to promote electronic participation and garner public support for government digitalization efforts [25].

Research on the role of Communication and Information Offices in promoting government service digitization, especially through mechanisms like People's Aspiration and Online Complaint Services, has gained prominence in recent years. The effectiveness of digitization initiatives in enhancing citizen engagement and satisfaction [26]. This research found that the use of online platforms to address citizens' aspirations and concerns can significantly improve the public's perception of government responsiveness. Furthermore, a comprehensive analysis of digitalization implementation in public services, highlighting the crucial role of communication agencies in promoting awareness and participation in government online initiatives [26]. Their study underscores the importance of strategic communication in facilitating a successful transition to digital governance. From the issues outlined above, the researchers are interested in conducting a study titled "Communication Strategies for Sustainable Development: The Role of the Tangerang City Communication and Information Office in Promoting Digitalization through the People's Aspiration and Complaints Online Service Program." This research will be a case study that focuses on the Tangerang City Communication and Information Office.

2 Literature Review

2.1 Communication Strategies

Communication strategies are a vital element in various organizational contexts, including businesses, government, and non-profit organizations. Communication strategies are detailed plans that formulate messages, target audiences, and communication channels to achieve communication objectives [27]. Furthermore, that communication strategies focus on how messages can be structured effectively to achieve organizational goals [28]. On the other hand, the communication strategies need to consider the ethical aspects of public communication and ensure that the messages conveyed are consistent with the values and image of the organization [28]. Communication strategies are planning efforts designed to achieve specific goals, whether in the context of marketing, public relations, or organizational management [29]. Moreover, the communication strategies involve the selection of appropriate methods and communication channels for the target audience and the determination of effective messages [30].

A prominent communication expert, communication strategy involves a process consisting of five essential stages [31]. These stages are research, planning, execution, evaluation, and reporting. The research stage is the initial step in which an organization or an individual gathers relevant information and data to understand the situation, the audience, and communication goals. Following this, the planning stage involves the development of communication strategies and messages to be used. The execution stage encompasses the implementation of the communication plan in line with the designed strategy. Evaluation is the stage where the effectiveness of the communication strategy is assessed, and if necessary, updated. Finally, reporting involves conveying the evaluation results to relevant parties. This approach helps ensure that communication proceeds according to the plan and yields the desired outcomes.

2.2. Development Communication

Development communication is a key aspect in the process of achieving sustainable economic, social, and political progress. Development communication is an approach that combines communication theory with development objectives. In this context, communication is used to disseminate information, educate the public, mobilize participation, and shape public opinion in support of development [32]. On the other hand, the importance of development communication in ensuring the sustainability of development and addressing global challenges such as poverty, inequality, and climate change [33]. Communication can play a role in shaping attitudes, values, and behaviors that support sustainable development. Furthermore, the digital and social media era, development communication has undergone a transformation, with the emergence of various new platforms that can be used to achieve development goals [34].

Communication plays a crucial role in mobilizing communities to participate in development programs. Effective communication approaches can assist the government in disseminating information, educating the public, and designing culturally appropriate messages [35]. Meanwhile, the digital technology and social media have transformed the landscape of development communication in Indonesia [36]. People now have broader access to information and can engage in various development issues through online platforms. Furthermore, communication also plays a role in addressing various development challenges in Indonesia, such as social inequality, public health, and economic empowerment [36]. Therefore, a profound understanding of development communication is essential in achieving sustainable development.

2.3. Sustainable Development

Sustainable development has become a significant issue debated by experts. Sustainable development refers to efforts to achieve economic growth that is balanced with social justice and environmental preservation [36]. Jeffrey Sachs, an international development expert, has long advocated the concept of sustainable development on a global scale [37]. Furthermore, Hawken et al. in their book "Drawdown" present a series of solutions that can address climate change and promote sustainable development [38]. They emphasize the need to combine technological innovation with environmental conservation efforts. On the other hand, an economist, Stiglitz, argues that sustainable development must also encompass aspects of fair wealth distribution and the strong role of the government in addressing economic inequality [39].

Sustainable development in Indonesia must encompass social, economic, and environmental aspects to provide long-term benefits to society [40]. The importance of maintaining a balance between economic growth and environmental preservation, emphasizing the need for sustainable policies in natural resource management [41]. Furthermore, the active involvement of the community in the sustainable development process, including planning and decision-making, to ensure that development aligns with the needs and aspirations of the people [42].

2.4. The implementation of digitization

The implementation of digitization has become a central topic in various sectors, influencing how organizations, governments, and society interact with technology. Digitization has created

efficiency in business and administration, fundamentally changing how companies operate [43]. On the other hand, digitization has also had social impacts, affecting interactions between individuals, communication, and even aspects of identity [44]. In the context of governance, digitization can enhance public services, making them more accessible to the public and increasing transparency [45]. The implementation of digitization, with the broader use of information and communication technology, has transformed how we work, communicate, and participate in various aspects of life.

Indonesia has experienced rapid development in the implementation of digitization, especially in the e-commerce and financial technology sectors [46]. Digitization has enabled increased access to financial services and business opportunities for the public. Meanwhile, there is a need for more serious attention to the challenges of digitization, such as cybersecurity and the protection of personal data, as the growth of digital technology also brings significant risks [47]. On the other hand, the necessity of integrating digitization into the education sector in Indonesia so that the public acquires the necessary skills to address these technological developments [48]. This research reflects the complexity of digitization implementation in Indonesia, which includes economic opportunities and security and education challenges.

3. Method

The research method employed in this study is a qualitative approach with a descriptive type, which the researcher utilized to obtain and present data comprehensively and maximally. Qualitative research method can be defined as a research method grounded in positivism, used to examine a specific population or sample, collecting data using research instruments, and analyzing data quantitatively or statistically to test established hypotheses [49]. Data collection techniques used include (1) interviews, (2) observations, (3) documentation, and (4) literature review. According to Miles and Haberman, qualitative data analysis is conducted interactively and continuously until data saturation is reached. The data analysis activities involve (1) data reduction, (2) data presentation, and (3) drawing conclusions [50].

4. Results and Discussion

4.1. Overview of the People's Aspiration and Complaints Online Service (LAPOR)

LAPOR is an Indonesian government initiative aimed at providing a platform for citizens to report or complain about various issues in their surroundings, including public services, environmental problems, or criminal activities. This program enables citizens to submit reports online and track their status in real-time, while the government can use this platform to monitor and address the complaints received. With the goal of increasing citizen participation in the oversight of public services and promoting efficient and timely government responses to reported issues, LAPOR represents a progressive step in enhancing citizen engagement in public services.

Using the LAPOR program as a tool for communicating complaints to the government has several advantages. First, the program allows for online reporting with swift handling, avoiding time-consuming delays. Second, LAPOR enhances transparency in complaint handling by recording complaint details and actions taken, which can be accessed by the public. Third, the program encourages citizen participation in monitoring government

performance, enabling them to report issues and provide constructive feedback. Fourth, LAPOR helps save costs previously incurred for manual complaint handling, improving government budget management efficiency. Finally, the LAPOR program enables the government to promptly address complaints and issues, which, in turn, can enhance the quality of public services provided to the citizens.

4.2. Sustainable Development Communication Strategy of the Department of Communication and Information in Promoting Digitalization Implementation through the People's Aspiration and Complaints Online Service (LAPOR)

In this section, the research results obtained through observations and interviews related to the Sustainable Development Communication Strategy of the Department of Communication and Information in Promoting Digitalization Implementation through the People's Aspiration and Complaints Online Service (LAPOR) will be discussed. In the context of Tangerang City, it was found that the reports submitted through the LAPOR system were mostly related to BPJS Health services and issues related to population and civil registration. The results from interviews and observations have been analyzed in line with the research focus, which encompasses the stages of research, planning, implementation, evaluation, and reporting [50]. In this study, data obtained from various predetermined informants were compiled and analyzed, resulting in various questions and findings that will be explained in detail.

4.2.1. Research

The use of research in communication strategies is crucial in tracking the latest communication trends [51]. This is important to ensure that communication strategies remain relevant and effective. Furthermore, the role of research in evaluating the effectiveness of communication strategies and ensuring that the messages delivered achieve their goals [52]. In the context of the Department of Communication and Information in Tangerang City, preliminary research serves as a crucial foundation before developing communication strategies for the LAPOR program and digitalization. This includes the collaboration between the "Laksa" and "Lapor" applications as an effort to ensure the sustainability and effectiveness of the program. Additionally, in relation to the community, the use of social media as a platform for complaints, such as in the case of road damage, also leverages the data and information resulting from research as support for complaint handling. The research results help understand the needs of the community and ensure that the complaint reception service operates efficiently and effectively within the established operating hours. Research forms the foundation that guides the communication strategies of the Department of Communication and Information in Tangerang City and ensures better public service.

People usually submit complaints through various social media platforms, such as those related to road damage. In this case, they need to include photos of the incident, complete addresses that include the district and sub-district. Afterward, the administrators will forward the complaint to the relevant department. The request for photos and complete addresses is aimed at facilitating the officers who will follow up at the respective location. Although the complaint reception service is available 24 hours, the active response hours are from 8:00 to 16:00, including on Mondays to Sundays. However, in situations requiring urgent responses, it operates beyond the official operational hours and even during the night if necessary. Complaints received outside operational hours will be addressed the following morning.

4.2.2. Planning

In the realm of digital communication strategy planning, it is imperative to underscore that meticulous planning not only facilitates the more judicious allocation of scarce resources but also enhances overall operational efficiency. In practice, the Tangerang City Communication and Information Office conducted preliminary research before developing communication strategies for the LAPOR program and digitalization by partnering with the "Laksa" and "Lapor" applications [53]. In this collaboration, planning is crucial to ensure the successful integration of both applications. This aligns with previous research emphasizing the role of planning in managing organizational change and transformation.

In the context of the Tangerang City Communication and Information Office, planning has served as a sturdy foundation for addressing changes and transformations in the provision of public services through digitalization [54]. The planning process undertaken by the Tangerang City Communication and Information Office includes allocating human resources and budgetary resources as the first step. Before launching public services online, the Tangerang City Communication and Information Office had prepared a budget and estimated the required workforce. The subsequent planning phase involves gathering various supporting information for program formulation, both formally and informally. The objective is to assess the capacity to manage accommodated reports. In the next planning step, the Tangerang City Communication, and Information Office leverages social media platforms such as Instagram, Twitter, and Facebook to provide information and education about various available complaint channels, including SP4N LAPOR and Laksa. This information is also shared through the official social media accounts of the City of Tangerang on Instagram, Twitter, and Facebook.

In addition to social media, the Tangerang City Communication and Information Office utilizes printed media in the form of stickers. These stickers can be affixed to residents' doors or strategic public locations, containing information about various complaint channels that residents can use. The purpose is to facilitate residents in identifying places to voice their aspirations. The Tangerang City Communication and Information Office also collaborates with the sub-district level government, which often holds meetings among residents. During these events, these stickers are distributed to residents. Additionally, the Tangerang City Communication and Information Office employs a direct approach through door-to-door visits, where their staff schedules visits to various households in different districts and sub-districts. During these visits, apart from providing stickers, they also educate residents on how to voice their aspirations related to Tangerang and how to use the available complaint channels.

4.2.3. Implementation

Implementation is a key stage in a communication strategy that requires careful planning and action. Effective implementation is an important factor in ensuring that communication messages achieve their objectives and contribute to the success of communication programs [56]. Improper implementation can hinder the achievement of communication objectives [57]. Therefore, good execution is an important step in executing a successful communication strategy.

The essence of the implementation stage is only one, which is to disseminate information to all targets that have been determined in the formulation. In the LAPOR program, the intended target is of course to the community to facilitate service complaints. The steps taken by the Tangerang City Communication and Information Agency in the implementation stage of the communication strategy in socializing the LAPOR program. The implementation of socialization is carried out in three ways, namely socialization through social media, print media and socialization in the field. Social media via Instagram, Twitter, Facebook. Print Media through Fort Newspaper, LIVE Magazine, and Billboards. While socialization in the field of the Tangerang City Communication and Information Office carried out direct socialization through sub-districts, sub-districts when they were holding gatherings of neighborhood pillars, community pillars, cadres then also socialization to schools and campuses. And the Mayor of Tangerang plays a role in socializing to the community if there are events in the regions.

4.2.4. Evaluation

Evaluation in the communication strategy stage is a crucial process for measuring the effectiveness and impact of communication efforts. The importance of evaluation in managing organizational change and transformation cannot be overstated [59]. In the context of the communication strategy of the Tangerang City Communication and Information Office, evaluation is conducted to assess the extent to which messages related to digitalization have been effectively conveyed to the public and to gauge the level of public participation in the LAPOR program. Evaluation also involves analyzing the effectiveness of media and communication channels used to convey digitalization-related messages, including the use of the LAPOR application. This evaluation is a critical element in ensuring the success of the communication strategy and the accuracy of its outcome measurements.

The form of evaluation conducted includes measuring Key Performance Indicators (KPIs). The Tangerang City Communication and Information Office employs Key Performance Indicators (KPIs) as a performance measurement tool for its staff. These KPIs are internal and have both quarterly and annual targets. The KPIs encompass various aspects, such as community outreach and the number of complaints received. Evaluation and improvement based on KPIs are conducted every seven days, with daily monitoring. Online complaints are not the primary focus of evaluation as there is a dedicated team, the TLR, responsible for handling them. The focus of evaluation is primarily on the application and its level of accessibility.

The Tangerang City Communication and Information Office will conduct an evaluation to assess how effectively digitalization-related messages have been communicated to the public. Evaluation includes measuring the understanding and acceptance of messages by the target audience and the level of community participation in the LAPOR program. Evaluation also encompasses an analysis of the effectiveness of media and communication channels used to convey digitalization-related messages, such as social media and websites. In the context of the LAPOR program, evaluation involves measuring the public's use of the application to report issues or provide feedback and the government's response to these reports. This evaluation is a crucial step in ensuring the success of the communication strategy.

4.2.5. Reporting

Understand that reporting is an integral stage of communication strategy, especially in the context of digital public services. Reporting is an effective way to ensure transparency and accountability in the provision of public services [60]. Reporting has also been found to be an important method to enable civic participation in democratic decision-making processes [61]. In the context of the Tangerang City Communication and Information Office, reporting is a key stage that allows the community to file complaints and provide input related to digitalization. An understanding of how important reporting is in such communication strategies has been a key guide in ensuring that users of the LAPOR application and other complaint channels function properly and meet Community expectations [62].

One of the activities that continues to be carried out by the Tangerang City Communication and Information Agency is related to reporting or written reports on LAPOR. The Tangerang City Communication and Information Agency runs a regularly scheduled reporting process such as daily, weekly, quarterly, semester, and annual reports. These reports are presented in the form of infographics that show data on the highest number of complaints, such as those from the Education Office or the Environment Agency. The Ministry of Communication and Information also details the top 3 to 5 complaints, reflecting the problems most often reported by the public. In addition, the Ministry of Communication and Information conducted an analysis of the complaint channels most often used by the public. The results of this report are then submitted to the leadership and mayor as part of the reporting and evaluation process that is carried out regularly.

When the Ministry of Communication and Information receives reports related to repairs to damaged roads or other infrastructure issues, follow-up steps are taken immediately. Usually, the Ministry of Communication and Information will direct this report to competent staff within 2 working days. However, for more complex issues, especially those involving budget allocation, the Ministry of Communication and Information provides a time limit of 7 days. In addition, the Ministry of Communication and Information prioritizes transparency and accountability in addressing these issues. After the follow-up process is complete, the relevant party is asked to provide documentation that includes photos before and after the repair, complete address, and date of implementation. This documentation has an important role in ensuring that the handling of issues has run well. Dinas Kominfo also actively shares these "before" and "after" photos on their social media to provide visual evidence to the public that their reports have been treated seriously. In addition, they "tag" relevant accounts, including those of mayors and deputy mayors, and follow whistleblowers on other social media platforms, such as Instagram, with the aim of maintaining a level of transparency and providing concrete evidence that the report is being taken seriously.

5. Conclusion

Based on the research conducted by the author with the title "Communication Strategy of the Tangerang City Communication and Information Office in Promoting the People's Online Aspiration and Complaint Service (LAPOR) Program," the researcher concludes that the Tangerang City Communication and Information Office by Partnering with the "Laksa" and "Lapor" applications .This is because the existence of LAPOR was established by the Central Government. The planning process conducted by the Tangerang City Communication and Information Office includes human resources and budget allocation. Before providing online

public services, the Tangerang City Communication and Information Office initially allocated its budget and estimated the required workforce.

The implementation of promotion is conducted through three methods, namely promotion through social media, print media, and field promotion. Social media promotion is conducted through Instagram, Twitter, and Facebook. Print media promotion includes the Benteng newspaper, LIVE Magazine, and billboards. In-field promotion is conducted by the Tangerang City Communication and Information Office through local communities, sub-districts during neighborhood meetings, sub-district administrators, and cadres. The mayor of Tangerang also plays a role in promoting the program to the public during events in various areas.

The form of evaluation conducted is based on Key Performance Indicators (KPIs). The Tangerang City Communication and Information Office does not specifically review internal and external factors of the strategy. However, continuous improvements are made to ensure the promotion runs effectively and efficiently. Written reports specifically regarding the LAPOR promotion are not carried out. Nevertheless, accountability reports concerning the results of the Tangerang City Communication and Information Office's activities related to the city's public service channels are routinely conducted every month. These reports are submitted directly to the highest authority, the Mayor of Tangerang, and to the relevant departments. The report on the results of these activities includes the promotion of LAPOR conducted by the Tangerang City Communication and Information Office to the public, as well as the follow-up on the received reports and aspirations.

Follow-up on incoming complaints is done swiftly and responsively within three to five working days. There are three types of follow-ups for received complaints: Approved, for clear and actionable complaints forwarded to the relevant agencies; Pending, for complaints that are good but not yet clear and require further confirmation from the complainant; and archived, for very general aspirations and unclear reports.

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