

## Unveiling Urban Voices: Citizen Reporter Impact on Public Services Responsiveness in Makassar City

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### ABSTRAK

*This Penelitian ini bertujuan untuk menganalisis pengaruh akun pelapor warga terhadap respon pemerintah terhadap isu-isu pelayanan publik di Kota Makassar selama satu tahun. Metode penelitian dilakukan dengan menggunakan data yang dikumpulkan dari akun pelapor warga, dengan fokus pada frekuensi pelaporan, jenis isu yang dilaporkan, distribusi geografis laporan, jenis media yang digunakan, dan respon pemerintah terhadap laporan tersebut. Hasil analisis menunjukkan bahwa laporan melalui akun pelapor warga cenderung mendapat tanggapan yang lebih cepat dibandingkan dengan pengaduan langsung, dan responden menilai kualitas tanggapan tersebut lebih positif. Temuan ini menunjukkan bahwa platform digital, seperti media sosial, efektif dalam meningkatkan daya tanggap karena kejadian darurat, prioritas publik, dan tekanan sosial yang diakibatkan oleh pelaporan viral.*

### ABSTRACT

This study proposes to analyze the influence of *netizen* (net citizen) accounts on the government's response to public service issues in Makassar over one year. The research method involves using data collected from the user's accounts, focusing on the frequency of reporting, types of issues reported, geographic distribution of reports, types of media used, and government responses to these reports. The analysis indicates that reports through citizen reporter accounts tend to receive quicker responses compared to direct complaints, with respondents evaluating the quality of these responses more positively. These findings suggest that digital platforms, such as social media, are effective in enhancing responsiveness due to emergency events, public priorities, and social pressures resulting from viral reporting.

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## INTRODUCTION

Public service responsiveness performs an essential role in the dynamics of modern society, where the efficiency and effectiveness of interactions between government and citizens greatly determine the quality of life. In this context, public service responsiveness refers to the government agencies' ability to timely and appropriately respond to the demands, complaints, and needs of the public, meeting their expectations. Communities that receive prompt and accurate responses from the government tend to have higher levels of trust in public institutions, thereby reinforcing social legitimacy and stability. (Dapko et al., 2021; Ennsers-Jedenastik et al., 2022; Eom et al., 2018; Lorenzi et al., 2014)

Furthermore, responsiveness in public services contributes to enhancing governmental accountability and transparency. When the government can provide clear and timely answers to issues raised by the public, the oversight of government performance becomes more effective. This encourages the development of a more responsible work culture among civil servants, where every action and decision can be accounted for by the public (Eom et al., 2018).

Moreover, rapid and effective responses from public services improve operational efficiency and resource management. In many cases, delays or the government's inability to respond to community needs can escalate issues, requiring larger costs for resolution. Therefore, good responsiveness not only saves time but also reduces the financial burdens borne by both the government and the public.

In the digital era, public expectations regarding the speed and quality of public service responses are increasingly high, driven by advancements in information and communication technology. The integration of technology in public service processes enables the government to respond more quickly and accurately through various digital platforms such as mobile applications and social media. This concrete the way for a more inclusive and participatory model of public service, where communities can interact directly with the government without the constraints of space and time, thereby strengthening the relationship between government and citizens in a more dynamic and responsive context (Homburg, 2022).

Citizen reporting is a concept where citizens actively participate in the process of collecting, reporting, and disseminating information about various events or issues occurring in their environment. This phenomenon often arises in response to the need to convey news or information that may not be covered by mainstream media. In practice, citizen reporting involves individuals using digital devices such as smartphones to take pictures, record videos, or write reports, which are then distributed through various media platforms.

Social media performs a central role in the development of citizen reporting, providing easily accessible means for people to disseminate information widely and quickly. Platforms like Facebook, Twitter, Instagram, and YouTube enable citizens to become amateur journalists capable of delivering real-time information to a broader audience. The speed and extensive reach of social media make citizen reporting an effective tool for informing the public about current events, monitoring government performance, and mobilizing support for social issues (Miladi, 2016).

Citizen reporting and social media can be viewed from various perspectives, emphasizing the importance of public participation in democratic processes, where citizen reporting serves as a form of direct participation in information dissemination and public oversight. New media theories highlight the transformation of communication landscapes brought about by digital technology, enabling content distribution by individuals without going through traditional media channels.

Social media as a platform for citizen reporting also influences the dynamics of power in mass communication. By lowering barriers to information dissemination, social media changes the monopoly on information previously held by traditional media. This creates a more democratic information ecosystem, where previously marginalized voices can find their audience (Lorenzi et al., 2014).

The development of social media usage as a platform for citizen reporting reflects the evolution of social media in the context of public participation and information dissemination. The visual characteristics and ability to share content in real time make social media an effective tool for citizen reporting, where users can quickly document and disseminate information about events happening around them. The capability to add hashtags also facilitates categorization and searching of information related to specific issues, thereby increasing the visibility and reach of citizen reporting content.

Algorithmic feeds and features like geotagging and live streaming further enhance the

potential of these platforms for citizen reporting. Geotagging allows users to associate their content with specific locations, useful for reporting local events or regional crises. Meanwhile, live streaming offers a way for users to broadcast events live, providing audiences with real-time views without editing or filtering. This enhances the credibility and authenticity of reports and allows direct interaction with audiences through comments. The combination of these features has strengthened Instagram's position as a significant platform in the citizen reporting ecosystem, enabling rapid, extensive, and interactive information dissemination that ultimately demands prompt government follow-up on these reports (Allen-Greil et al., 2011).

In the context of modernizing public services, the emergence of "citizen reporting" accounts presents new opportunities to optimize government responses to community complaints and aspirations. However, the utilization of social media raises several important questions that need to be addressed to fully understand its potential. First, how can "citizen reporting" social media accounts enhance public service responsiveness? This question focuses on the mechanisms and processes through which citizen reports conveyed via Instagram can expedite and improve the quality of responses from government agencies. Second, what are the factors influencing the effectiveness of Instagram "*citizen reporting*" accounts? This involves identifying and analyzing key elements such as content quality, community participation levels, engagement of authorities, and Instagram's technology and features contributing to the success of citizen reporting initiatives in enhancing public service responsiveness (Wirtz et al., 2020).

On the other hand, there is a phenomenon where the Government tends to respond more quickly and intensively to cases that go viral on social media compared to cases that do not go viral (Denisova, 2023; Goren et al., 2023; Kte'pi, 2019). This phenomenon occurs because viral cases often generate significant public pressure, forcing the government to act immediately so as not to appear slow or insensitive to issues that are currently in the spotlight. In addition, the influence of public opinion formed by a viral case can have a major political impact, prompting governments to respond quickly to maintain or improve their image in the eyes of the public (Ennsner-Jedenastik et al., 2022; Wouters et al., 2023). Viral cases also have the potential to affect more people and sectors of society, so a quick response is considered important to minimize the negative impact or take advantage of the existing momentum. On the other hand, non-viral cases may receive a slower or less intensive response, although this does not mean that the government ignores these cases completely, but rather depends on the priorities and context involved in each case. (Hidayat & Mahardiko, 2020; Kte'pi, 2019)

The government's response to cases that go viral on social media varies in various countries. In the United States, responses tend to be rapid and intensive, fueled by intense public pressure and intense media scrutiny (Nguyen et al., 2024; Wouters et al., 2023). In China, the response can also be swift but often takes the form of censorship or removal of content deemed sensitive (Wang et al., 2023; Yuan et al., 2024). In the UK, responses are usually swift and focused on transparency and accountability (Ennsner-Jedenastik et al., 2022; Johnston et al., 2024). Meanwhile in Indonesia, responses can vary depending on the issue and public pressure, sometimes fast and intensive, especially in cases that have a wide public impact, but can also be slower depending on the complexity of the government structure and challenges in managing information on social media.

Based on these problem formulations, this research aims to explore the role and impact of "citizen reporting" accounts in enhancing public service responses. The research also aims to identify and analyze factors influencing the effectiveness of using Instagram as a citizen reporting platform. Therefore, the findings of this study are expected to provide deep insights

into how social media, particularly Instagram, can be optimized to support transparency, accountability, and efficiency in public services, as well as practical recommendations for governments and communities in leveraging digital technology for enhanced public participation.

### Literature Review

Citizen reporting refers to the practice where non-professional individuals or community members actively engage in collecting, documenting, and disseminating information about events they witness in their surroundings. This definition includes the use of digital technologies such as smartphones and social media platforms to spread real-time reports on various social, political, or environmental issues. The history of citizen reporting can be traced back to the early 20th century when communities began using alternative media such as community newspapers or neighborhood bulletins to share locally relevant information with their neighbors (Buntaine et al., 2019).

The theory of public participation underpins the concept of citizen reporting by emphasizing the importance of active citizen engagement in democracy and public decision-making processes (Nguyen et al., 2024). This theory highlights that public participation not only entails the right to vote in elections but also involves engaging citizens in various forms of political and social activities, including providing direct feedback to governments through reports and complaints. In the context of new media theory, citizen reporting represents a shift from traditional media towards more democratic and participatory media forms. New media platforms, such as social media, enable the public to become content producers and information disseminators independently, thereby transforming the dynamics of information control from institutional to more distributed flows (Buntaine et al., 2019).

Several studies suggest that citizen reporting can enhance government transparency and accountability by enabling citizens to directly monitor the performance of public institutions. Empirical research has identified that citizen reports through social media can expedite government responses to community needs and improve inadequate public services. Moreover, the use of citizen reporting in crisis or natural disaster contexts has proven effective in facilitating emergency aid and coordination, minimizing losses, and expediting recovery processes (Abu-Tayeh et al., 2018).

The importance of citizen reporting is also underscored as a tool for democratizing information by giving voice to groups or issues that may be marginalized in mainstream media coverage (Ennser-Jedenastik et al., 2022; Goyanes et al., 2021). Citizen reporting provides space for diverse and inclusive perspectives, enriching public debate and helping to balance potentially biased or limited narratives. Thus, contributions from theory and research on citizen reporting provide a strong foundation for understanding how this practice can effectively strengthen public participation and advance democracy in this digital era (Abu-Tayeh et al., 2018; Rodriguez Müller et al., 2021).

Afterward, to understand the Model of Public Service Responsiveness, it is essential to examine it from the perspectives of public administration theory and service management. Public administration theory emphasizes the government's responsiveness to the needs and expectations of the public as a key element in enhancing public satisfaction and trust (Wirtz et al., 2020). The Model of Public Service Responsiveness provides a framework for understanding how governments can respond quickly and effectively to feedback, complaints, or requests from the community. This

approach often utilizes concepts and methodologies from strategic management theory, which emphasizes coordinated planning and efficient implementation in responding to public needs (Eom et al., 2018).

Previous research highlights various dimensions within the Model of Public Service Responsiveness, including service quality measurement, response time, and user satisfaction levels. Empirical studies on the implementation of this responsiveness model indicate that organizational factors such as bureaucratic structure, organizational culture, and information management systems play crucial roles in determining the success of public service responses. In this context, research also underscores the importance of integrating information and communication technology to enhance government responsiveness to public needs (Wang et al., 2023).

Relevant theoretical approaches include total quality management theory, which emphasizes continuous improvement in public services to achieve higher levels of responsiveness. This theory suggests adopting data-driven strategies and performance analysis to systematically measure and monitor public service responsiveness. In some cases, theoretical approaches from systems theory highlight the importance of integrating organizational processes and structures to optimize information flow and enhance responsiveness to public needs more effectively (Grossman & Slough, 2022).

In practical terms, case studies on the Model of Public Service Responsiveness often showcase best practices implemented in various countries or regions. Examples include the use of online reporting systems, public participation forums, and proactive communication strategies to enhance government responsiveness to critical issues. The findings from these studies provide deep insights into strategies and techniques that can be applied to improve the quality and efficiency of public services, as well as strengthen the relationship between government and society in the context of evolving globalization and information technology (Mansoor, 2021).

Overall, understanding the Model of Public Service Responsiveness through both theoretical frameworks and practical implementations contributes significantly to advancing effective governance and meeting the evolving needs of contemporary societies.

The novelty of this research lies in its interdisciplinary approach that combines public administration theory, service management, and new media theory to illustrate how citizen reporting influences public service responsiveness. This study not only explores traditional concepts in public administration such as responsiveness and public participation but also integrates new aspects such as the use of information technology and social media in public decision-making processes. Thus, this research significantly contributes to enriching the understanding of how governments can enhance the quality of public services by adapting to changes in technology and the dynamics of modern society.

## **RESEARCH METHODS**

To examine citizen reporting as a new way to improve the responsiveness of public services, the appropriate research method is a combination of qualitative approaches and case studies. Data collection techniques include in-depth interviews with active social media users who are involved in citizen reporting, including citizens who report events or issues via platforms such as Instagram or Twitter. In addition, direct observations of posted content and interactions between users and government or related institutions are also carried out providing deeper

insight into the dynamics of the citizen reporting process. The primary data source in this research includes the amount of content on eight popular citizen reporter accounts, by identifying posts that have more than 500 comments or public responses and then interviewing admins and people who are actively involved in the comments. Data analysis was carried out qualitatively using an inductive approach, where findings from interviews and observations were analyzed to identify patterns of successful citizen reporting practices that increase the responsiveness of public services. This approach allows researchers to explore the contextual nuances and social factors that influence the effectiveness of citizen reporting as a communication tool between citizens and government. Research findings can provide valuable insights for developing more effective and responsive public service communication strategies in this digital era.

## RESULTS AND DISCUSSIONS

### Frequency of reporting any type of issues reported

To understand the influence of citizen reporter accounts on the government's public service response, this research analyzes reporting data carried out by citizen reporters for one year. The following are the main findings outlined in the table, covering various aspects such as frequency of reporting, types of issues reported, geographic distribution of reports, and types of media used in reporting. These findings provide an in-depth picture of the dynamics of reporting by citizen reporters and how this impacts the government's response to various public service issues.

**Table 1.**  
**Frequency of reporting any type of issues reported**

Research Aspect	Findings
Frequency of Reporting	
Average Reports per Month	416 reports
The month with the Highest Reporting	November (612 reports)
The month with the Lowest Reporting	February (303 reports)
Average Reports per Day	14 reports
<b>Types of Issues Reported</b>	
Infrastructure and Public Facilities	37% (e.g., potholes, broken street lights, damaged public facilities)
Environment and Cleanliness	23% (e.g., garbage accumulation, polluted rivers, illegal logging)
Public Services	24% (e.g., long queues at service offices, inadequate healthcare services)
Security and Order	12% (e.g., criminal activities, complaints about public order disturbances)
Social and Economic Issues	12% (e.g., unemployment, poverty, uneven social assistance)
<b>Geographic Distribution of Reports</b>	
Primer Areas	60%
Periphery Areas	40%

Types of Media Used	
Photos	70%
Videos	20%
Text Only	10%
Response to Reports	
Quick Response (1-3 days)	50%
Medium Response (4-7 days)	30%
Slow Response (>7 days)	20%

Source: Author, 2024

The research findings indicate that the frequency of reporting by citizen reporters peaks in November, likely due to frequent inclement weather conditions towards the end of the year, resulting in increased issues related to infrastructure and the environment. In terms of the types of issues reported, infrastructure and public facilities dominate, indicating significant public concern about the physical environment around them. Environmental and cleanliness issues also receive considerable attention, reflecting community concern for quality of life and environmental health.

The geographical distribution of reports shows that a majority originate from premium urban areas, which predominantly consist of industrial, commercial, and governmental zones. Regarding the types of media used, the majority of reports are accompanied by photos, demonstrating that visual representation of issues is considered crucial to attract government attention and validate the reports. Conversely, suburban areas, characterized by residential zones, contribute more reports related to crime and public order issues.

Regarding response to reports, half of the reports receive a quick response within 1-3 days, indicating that the government is adopting a more responsive system. However, there is an area for improvement as 20% of reports still experience delayed responses of more than 7 days, indicating challenges in the handling system that need to be addressed to ensure all reports receive timely and appropriate follow-up.

Further analysis of complaints found on citizen reporting accounts in Makassar City shows significant variation in the categories and types of issues that become viral in the community. Environmental concerns focus on severe flooding in certain city areas and the problem of waste accumulation in rivers. Infrastructure issues include reports of severely damaged roads and the need for repairs on several bridges. Public health draws attention to reports of inadequate healthcare facilities and poor public sanitation. In the public service sector, the main complaints include long queues at administrative service offices and slow responses from the fire department. Security is also an issue with high levels of crime and increasing theft cases. Educational issues encompass poor school conditions and a lack of learning facilities. Meanwhile, social issues involve increasing poverty problems, as well as the presence of beggars and homeless people on the streets.

The research findings also indicate how citizen reporting patterns influence the responsiveness of public services:

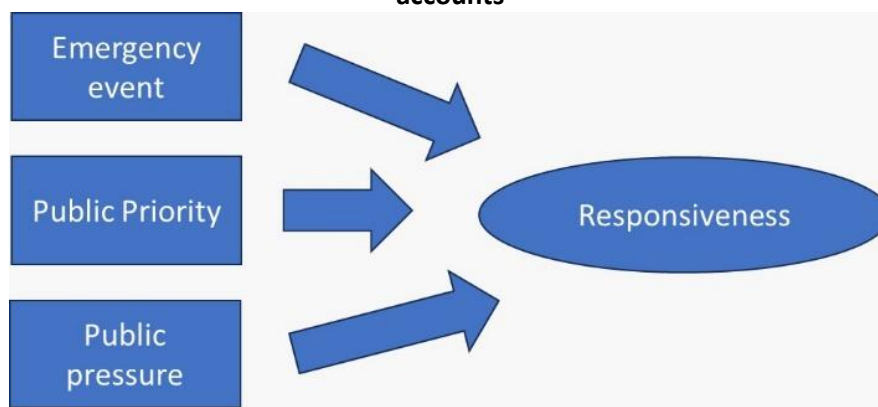
First, emergency events such as floods, accidents, or water shortages are major triggers for quick government responses. These cases show that emergencies affecting daily life require immediate and effective responses to minimize their negative impacts. For instance, in the case of floods in Makassar, viral videos or photos on social media platforms like Facebook or Twitter often serve as alarms for local governments to take immediate mitigation steps, such as evacuating affected residents and clearing blocked waterways.

Second, clear public priority elements are reflected in the issues that go viral on social media. Issues such as health, cleanliness, security, and infrastructure often receive primary attention in public complaints. For example, reports of garbage heaps at Losari Beach not only disrupt tourism aesthetics but also prompt the government to increase sanitation workers and add trash bins to maintain the beauty and cleanliness of the environment.

Last, social pressure generated through social media plays a crucial role in enhancing the speed and accuracy of government responses. The viral spread of critical issues such as illegal fees at bus terminals or road damage at strategic points in Makassar City not only exposes detrimental practices but also compels the government to act promptly. Social media accelerates the dissemination of information, creating public pressure that forces governments to take transparent and accountable actions.

Although half of the reports received a quick response within 1-3 days, 20% of reports experienced a response delay of more than 7 days, indicating that there are still challenges in the handling system that need to be improved to ensure all reports receive timely follow-up. Panagiotopoulos et al., (2013), stated that a responsive system not only requires fast response times but also effective coordination between various government units to ensure efficient and effective complaint management. Panagiotopoulos et al., (2013) highlighted the importance of advanced information technology and good staff training as key factors in improving government responsiveness to issues emerging from society online. Thus, increasing this capacity can help the government overcome challenges in responding to citizen complaints more effectively

**Figure 1.**  
**Factors influencing increased government response through complaints in Citizen Report accounts**



Source; author 2024

From the perspective of public service responsiveness theory, the phenomenon of citizen reporting influencing government responsiveness can be analyzed through various relevant theories such as public needs and expectations theory, social control theory, and group pressure or interest theory.

Firstly, the theory of public needs and expectations explains that governments tend to respond quickly to issues that affect the basic needs and expectations of the public. In the context of citizen reporting, issues such as accidents, water shortages, or poor infrastructure conditions often receive quick responses because they directly impact daily life. For example, in Makassar



City, the government may swiftly respond to viral flood reports to minimize their impact on residents and city infrastructure. Secondly, social control theory indicates that social media as a platform for citizen reporting can strengthen public oversight of the government. With transparency of information through these platforms, the public can more easily monitor government actions and provide direct feedback. This encourages governments to act more accountably and transparently in their decisions, knowing that their actions can be publicly scrutinized.

Additionally, group pressure or interest theory explains that pressure exerted by community groups through social media can influence public agendas and government policies. When specific issues become viral and receive widespread support from the public, governments tend to respond more seriously to address these issues. For instance, public pressure regarding environmental cleanliness at Losari Beach could compel the government to enhance waste management efforts in that area.

Thus, from the perspective of public service responsiveness theory, citizen reporting through social media not only accelerates government responses to various public issues but also enhances accountability, transparency, and public participation in decision-making processes. This is crucial for building trust between the government and the public and improving the overall effectiveness of public services.

#### Social media and active community participation in monitoring government performance

The use of social media has significantly increased active participation among the community in monitoring government performance. Particularly for the millennial generation, who consider digital platforms as an integral part of their daily lives, they use social media such as Instagram to interact with the government and express their opinions more publicly. The predominance of male users in monitoring government performance in Makassar City illustrates a higher interest in governance discourse within gender demographics. Factors such as higher education and formal sector employment also influence the intensity of social media use to respond to public policies. Below is a table comparing public perceptions regarding government responses to handling complaints directly and through citizen reporter accounts.

**Table 2.**  
**Comparison of Public Perceptions**

Perception Aspect	Category	Direct Complaints	Citizen Reporter Accounts
Response Speed	Fast	23 (14,47%)	32 (20,25%)
	Medium	40 (25,16%)	48 (30,38%)
	Slow	48 (30,19%)	38 (24,05%)
	Very Slow	32 (20,13%)	24 (15,19%)
	Fast	16 (10,06%)	16 (10,13%)
Quality of Action	Very Good	32 (20,13%)	40 (25,32%)
	Good	48 (30,19%)	56 (35,44%)
	Adequate	40 (25,16%)	38 (24,05%)
	Poor	24 (15,09%)	16 (10,13%)
	Very Poor	15 (9,43%)	8 (5,06%)
Transparency and Communication	Very Transparent	24 (15,09%)	32 (20,25%)
	Transparent	40 (25,16%)	48 (30,38%)

Perception Aspect	Category	Direct Complaints	Citizen Reporter Accounts
	Sufficiently Transparent	48 (30,19%)	40 (25,32%)
	Not Transparent	32 (20,13%)	24 (15,19%)
	Not at all Transparent	15 (9,43%)	8 (5,06%)
Overall Satisfaction	Very Satisfied	24 (15,09%)	32 (20,25%)
	Satisfied	48 (30,19%)	56 (35,44%)
	Adequately Satisfied	48 (30,19%)	38 (24,05%)
	Not Satisfied	24 (15,09%)	24 (15,19%)
	Very Dissatisfied	15 (9,43%)	8 (5,06%)

Source; Author 2024

From the data analysis results, it is evident that complaints submitted through citizen reporter accounts receive quicker responses compared to direct complaints. This reflects the effectiveness of digital platforms in facilitating communication between the community and the government. The higher response speed can be attributed to structured systems for managing electronic complaints, allowing them to be promptly addressed by relevant authorities.

In addition to speed, the quality of actions taken in response to complaints via citizen reporters is also perceived as higher by respondents. The majority consider the actions taken to be good to very good, indicating that the government is capable of providing more adequate responses to reported issues through this platform. This underscores the importance of accuracy and appropriateness in handling complaints to enhance public trust in governmental institutions.

In terms of transparency and communication, complaints through citizen reporter accounts are viewed as more transparent by respondents. The platform's ability to provide clear information and better accessibility to the status of complaint handling can enhance public confidence in the governance process. Effective communication between the government and the community through this platform also contributes to strengthening harmonious relationships between both parties.

From the perspective of public service theory, these findings underline the importance of adopting technology to enhance efficiency, responsiveness, and transparency in public services. Theories such as service quality management emphasize the importance of meeting public expectations and needs in public services, which can be strengthened through the integration of information and communication technology. Platforms like citizen reporters not only provide channels for complaints but also serve as tools to improve and expand overall public service accessibility, aligning with principles of good public service.

Moreover, social media, particularly Instagram, has become a primary means for the community to interact with the government, surpassing official government media in terms of interaction and usage. The presence of citizen reporter accounts on this platform facilitates rapid information exchange among citizens regarding public services and city government policies. While providing benefits in accelerating information dissemination and strengthening public pressure on the government, social media also carries risks such as spreading hoaxes and populism in political discourse, which can be difficult to regulate and negatively influence public opinion.

Furthermore, research indicates that social media has effectively increased government responsiveness to public complaints regardless of their social status. Social media, often involved in populist discourse, encourages higher public participation and reduces neo-patrimonialism within the Makassar bureaucracy. While social class previously influenced government responsiveness, geographical identification now plays a greater role, albeit on a smaller scale. The concept of equality in public administration, as advocated by Dwight Waldo, emphasizes the value of justice encompassing equality in the process and outcomes of public services, as well as equitable access to these services.

Social media has also proven to enhance the speed and accuracy of services by allowing citizens to submit complaints with visual evidence, ensuring appropriate responses from the government. However, there is a note regarding complaints requiring extensive planning and budgeting, such as infrastructure, which often do not receive immediate on-site responses.

## CONCLUSIONS

Analysis of citizen reporter reports shows that there is a significant impact on the government's responsiveness to public service problems in Makassar. Reports via this platform receive a quicker response compared to direct complaints, demonstrating the efficiency of digital communications in facilitating rapid government action. The quality of responses to issues reported by the public is generally considered to be higher, indicating effective problem-solving abilities. The main factors influencing this increased response include clear community priorities for the issues raised, emergency events such as floods or accidents that require rapid action, and social pressure resulting from widespread support for viral complaints by the community.

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