



THE ROLE OF COMMUNITY IN DESIGN AND EVALUATION SERVICE REGIONAL DIGITAL PUBLIC AT THE COMMUNICATION AND INFORMATICS OFFICE REGENCY SOUTH BUTON

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Info Article	<i>Abstract. This study aims to analyze the role of citizens in the design and evaluation of digital public services in South Buton Regency as part of the implementation of e-government policy. A qualitative descriptive approach was applied using a case study method at the Department of Communication and Informatics of South Buton Regency. Data were collected through in-depth interviews, participatory observation, and document analysis, involving purposively selected informants such as government officials, digital service users, and community representatives. The findings reveal that public participation significantly contributes to the relevance, effectiveness, and legitimacy of digital public services. Citizens' engagement is manifested through consultative, collaborative, and co-creation models that strengthen transparency and government accountability. The study concludes that the success of digital transformation depends on digital literacy, inclusive infrastructure, and sustainable participatory mechanisms, offering policy implications for strengthening citizen-centered digital governance at the local level.</i>
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	<p>Abstrak: Penelitian ini bertujuan untuk menganalisis peran masyarakat dalam proses desain dan evaluasi layanan publik digital di Kabupaten Buton Selatan sebagai bagian dari implementasi kebijakan e-government. Pendekatan yang digunakan adalah kualitatif deskriptif dengan metode studi kasus yang dilaksanakan di Dinas Komunikasi dan Informatika Kabupaten Buton Selatan. Data dikumpulkan melalui wawancara mendalam, observasi partisipatif, dan studi dokumentasi, dengan informan yang dipilih secara purposive yang terdiri dari aparatur pemerintah, pengguna layanan digital, serta tokoh masyarakat. Hasil penelitian menunjukkan bahwa keterlibatan masyarakat berkontribusi signifikan terhadap peningkatan relevansi, efektivitas, dan legitimasi layanan publik digital. Partisipasi warga terwujud melalui model konsultatif, kolaboratif, dan co-creation yang memperkuat transparansi dan akuntabilitas pemerintahan. Penelitian ini menegaskan bahwa keberhasilan transformasi digital sangat bergantung pada literasi digital, infrastruktur yang inklusif, serta mekanisme partisipasi yang berkelanjutan, dan memberikan implikasi kebijakan bagi penguatan tata kelola pemerintahan berbasis partisipasi masyarakat.</p>

INTRODUCTION

Development technology information has push transformation in organization service public in various sectors, including government area (Amartina et al., 2024) . Digitalization service public No only intended For increase efficiency, but also for get closer service to public as well as push participation active citizens. In Indonesia, various policy has rolled out For support provision service public digital- based, such as System Government Based Electronics (SPBE) and Smart City policies. However, the success of transformation service digital publics are highly dependent on engagement public in the design and evaluation process.

Especially in the Regency South Buton, Communication and Information Service own role strategic in development service digital public (Mutiarin et al., 2024) . However, to what extent does the public involved in the design process and evaluation service the Still need studied. Research This make an effort For give description comprehensive about form involvement public as well as challenges faced in realize participatory digital services.

Development technology information has push transformation in organization service public in various sectors, including government region. Digitalization service public No only intended For increase efficiency, but also for get closer service to public as well as push participation active citizens. In Indonesia, various policy has rolled out For support provision service public digital- based, such as System Government Based Electronics (SPBE) and Smart City policies (Mesra B & Jasmalinda, 2022) . However, the success of transformation service digital publics are highly dependent on engagement public in the design and evaluation process.

In today's digital era this, the government sued For present service the public who do not only fast and transparent, but also inclusive as well as adaptive to need public (Fisdian Adni et al., 2024) . Digitalization service public No may only viewed as transformation technology, but rather as transformation of governance that favors citizens. Therefore that, involvement public in the process of being drafted digital policy becomes the more important, including in context areas that have characteristics distinctive geographic and social like Regency South Buton.

Policy System Government Based Electronics (SPBE) and Smart City initiatives in Indonesia are encouraging all over areas, including South Buton, for develop efficient digital services. However, many area Still face challenge in matter capacity source Power human, limitations ICT infrastructure, and low community digital literacy

(Aifalesasunanda et al., 2024) . This can cause developed digital services No in accordance with need real society, or even No used The same very.

In context this, participation public become crucial for the design process service No only based assumptions bureaucracy, but reflect aspirations and experiences users in a way direct (Kusuma, 2024) . Participatory service design allows public For convey complaints, input, and ideas in a systematically, which then can translated become repair service (Villari, 2022) . The same thing valid in the evaluation process services, where the community as users main can give bait come back For evaluate effectiveness, accessibility, and sustainability service the digital public (Fernández-Díaz et al., 2023) .

Study This based on theory participation public, services digital public, as well as approach design and evaluation service (Latupeirissa et al., 2024) . In governance context modern government, concept participation public emphasize importance collaboration between government and citizens in preparation and assessment service public (Hao et al., 2022) . Digitalization open room participation new tools, such as online platforms, consultative forums, and digital surveys, which enable public convey aspirations and evaluation in a way direct (Cleofas & Labayo, 2024) .

Unfortunately, participation public in development service digital public at the level area Not yet Lots reviewed in a way academic, especially in aspect implementation and its impact to quality service (Eddy Supriyanto et al., nd) . It's still there gap between draft ideal participation with reality on the ground, where the participatory process often of a nature symbolic or No sustainable (Barber & Holbein, 2022) . Situation This demand existence research that is capable dig dynamics role public in a way comprehensive and contextual, especially in institutions strategic such as the Communication and Information Service (Antipova, 2023) .

Service digital public refers to the utilization of technology information in provision efficient and transparent service (Sahur & Amiruddin, 2023) . Theory design service design emphasizes importance understand need users in every stages development services, while evaluation service become gauge measuring effectiveness and satisfaction public to services provided (Lee et al., 2023) .

Studies previously show that involvement public in design and evaluation digital services can increase trust, transparency, and use service. However, not yet Lots research that explores dynamics this is at the level area like Regency South Buton, with challenge local like limitations internet access, digital literacy, and support policy local.

Study This offer novelty significant scientific (novelty) with put Regency South Buton as context study, an area that represents challenge typical 3T areas (frontier, outermost, lagging) in implementation service digital public. Different with research previously generally focused on cities big or area with more digital infrastructure established, study This explore in a way deep role public in the design and evaluation process digital services in the region with limitations source power, low digital literacy, as well as characteristics unique socio - cultural focus This present perspective new in literature academic, because lift dynamics participation residents who during This not enough documented in a way scientific, especially in context inclusive and community-based digital transformation community. Besides that, research This combine approach *service design* with a participatory model local, so that capable bridge need technology and aspirations inhabitant in a way contextual. With dig direct from experience public South Buton, research This expected capable produce recommendation more policies adaptive, responsive, and humanistic to challenge local, as well as expand understanding about How digitalization service public can designed in a way collaborative in areas with limitations structural.

METHOD

Study This use approach qualitative descriptive For describe in a way deep involvement public in the design and evaluation process service digital public. Research location is at the Communication and Information Service Regency South Buton and public users digital services (Trischler & Trischler, 2022) .

Informant chosen use purposive sampling technique, including Communication and Information Service employees, community users digital services, as well as figure public or perpetrator local digital community. Data collected through interview in-depth, observation participatory, and study documentation policy as well as internal digital service documents. Data analyzed use method analysis thematic, starting from data reduction, coding, to interpretation thematic. Data validity is tested through triangulation technique, triangulation source, and member check with informant key.

Study This aim For understand in a way deep role public in the design and evaluation process service digital public in the Regency South Buton. Research location focused on the Communication and Information Service Regency South Buton and public users regional digital services. Informant chosen through purposive sampling technique, including employee service related, citizens users services, and figures digital

community. Data collected through interview in-depth, observation participatory, and study documentation policy as well as internal digital service report. All data is analyzed use method analysis thematic, which includes stage data reduction, coding, interpretation, and verification findings. The validity of the data was tested through triangulation sources and techniques, as well as member checks informant key For ensure validity interpretation results study.

RESULTS AND DISCUSSION

Results

Context and Implementation Service Digital Public in the Regency South Buton

Government Regency South Buton starts digital transformation as a strategy for increase efficiency, transparency, and accessibility service public. Through the Communication and Information Service, the government launch service portal based technology information use answer challenge geographical as well as limitations infrastructure in the outermost regions. Digitalization This in line with policy national about e-government that encourages realization of governance effective and responsive governance. Efforts this also includes strengthening infrastructure technology, training apparatus, and development system information based need public local so that the service public can reach all over layer community, including in the regions remote.

Implementation service digital public in the Regency South Buton includes various sector strategic, such as administration population, licensing, information public, and health. Through Disdukcapil, e-KTP services, Cards Family, and deeds birth now can accessible online, while the regional PPID provide digital channels for openness information Public. Department of Investment and Services Integrated One- Stop Service (DPMPTSP) also implements system *Online Single Submission* (OSS) for simplify the licensing process effort. Although a number of fields, such as health, still in stage arrangement organization, government has strengthen accountability through Regulation Regent Number 26 of 2023 concerning Survey Community Satisfaction (SKM) as tool evaluation performance service public.

Access to digital services now the more easy through online portals and mobile applications that can used by people in various regions. Residents feel benefit real in the form of efficiency time, convenience management administration, and reducing lengthy bureaucratic processes. Although Still there is challenges, such as limitations digital literacy in groups age certain and gaps infrastructure, digitalization service public in the

Regency South Buton has show progress significant. In terms of overall, direction policy area This reflect commitment to principle *good governance* namely service transparent, efficient, participatory public, and support the national agenda of bureaucratic reform going to adaptive and inclusive governance.

Community Participation in Service Design Digital Public

Involvement public in design service digital public in the Regency South Buton plays role important For ensure developed system truly relevant as well as in harmony with need citizens. Approach inclusive This utilise diverse method For ensure voice inhabitant heard and made base development system. One of the how it is done is through survey as well as discussion group focused group discussions (FGD), which function as tool For dig direct from public about need they to service digital public. Through survey, government can obtain quantitative data related level satisfaction public on existing services as well as hope they to service new. Meanwhile that, FGD provides room for group public For discuss in a way more deep experience they as well as proposal perceived improvements necessary. Approach This in line with meeting Ismaniah & Sastrodiharjo, (2025) which shows that consultation public and discussion group effective in respond diversity need public in e-government context.

Besides In addition, the community is also involved in determine priority services deemed most urgent For developed. Government area try understand the most important issues for inhabitant like in accessibility service health, education, and administration population. Involvement This allows inhabitant own role active in determine focus digital development, so that services created truly reflect need they. This is in harmony with principle participation active as explained by Arnstein (1969) , that public No just give bait come back but also participate in taking decisions that affect life they

Bait come back from public proven influence design and development service digital public in general significant. Every input received, good through survey and FGD are used For adapt and improve the quality of the digital platform being developed. As for example, if there is input about difficulty accessibility or confusing interface, then team developer will do improvements for use become more easy by various circles. As proposed by Bekkers & Meijer (2015) that bait come back users is element important in cycle e-government development because can increase functionality and fixes experience users in a way overall. Therefore that, design service digital public in the Regency South

Buton does not only based on available technology, but also the results contribution direct from public users, so that become more relevant and useful for welfare public.

Community Evaluation of Service Digital Public

Evaluation public to service digital public in the Regency South Buton provides outlook important related effectiveness and accessibility the system that has been implemented. The majority inhabitant welcome Good improvement the efficiency offered by digital services in particular convenience access to service the previous public require visit direct to office government. However however, although system This succeed speed up processing application and submission service, challenges the main thing that is still appear is limitations equal internet access throughout the region, especially in rural areas remote. This is in line with findings related obstacle implementation of e-government due to infrastructure technology that has not been adequate (Damastuti & Dhafiya, 20224; Fitriyanti, 2024; Suluh et al., 2022) .

Perception public to convenience use as well as benefit digital services also show variations. In one side, many users feel that interface system Enough easy used and understood, especially for those who have used to with digital technology. But on the other hand, there are group citizens who feel difficulties, especially for they with level low digital literacy, potentially reduce benefit service the findings. This underline that although digital technology offers convenience, attention special must given to the group possible vulnerability need training additional so that you can utilise system optimally. Therefore that, the implementation service digital public needs accompanied by a digital literacy program for ensure all layer public can access and utilize service in a way effective (Isabella et al., 2024, 2025; Lee-Geiller, 2024) .

Besides that, assessment inhabitant to responsiveness service and quality service is also very important success digital systems (Lips, 2024) . Most of respondents evaluate that response system, in matter data processing and response to application walk Enough good. Although Thus, there is complaint that time processing Still can improved. Some inhabitant report that No all question or complaint they get adequate response in expected time. This is show that although system Already walking, aspect communication and monitoring application status need repaired For increase transparency and accountability. In matter this, quality perceived service society is very dependent on how government provide channel clear and responsive communication in handle problems and complaints that arise. With integrate bait come back this, service digital public can Keep going

improved to be more responsive, efficient, and focused on needs real inhabitant (Ramadhan & Pribadi, 2024; Wijaya et al., 2025) .

Challenge in Implementation Service Digital Public in the Regency South Buton

Implementation service digital public in the Regency South Buton faces various constraint technical, social, and administrative aspects. From the aspect of technical, especially in rural areas, limitations infrastructure become inhibitor main in realize equal access for all over layer society. Although Already There is effort expand more internet network reliable, still many areas are having difficulties get adequate connectivity. As expressed by Suluh et al., (2022) , inequality distribution digital infrastructure can influence quality and reach e-government services. In addition that, challenge administrative that is data integration between agency the government also participated influence smoothness operational digital services, because matter This need coordinated system with Good For ensure accuracy and efficiency processing information (Bekkers & Meijer, 2015) .

Seen from side social, challenges main located at the level different digital literacies between citizens. Although majority community in the center city Regency South Buton has quite familiar with digital technology, many residents in rural areas Not yet own skills base in use technology information. This is create gap access to service digital public, as highlighted by Lips, (2024) who emphasized the need for a comprehensive digital literacy program For increase understanding public to technology used. In addition that, dependence on the device hard such as smartphones or computers also become factor inhibitor for those who don't own access or ability For operate it (Gil-Garcia et al., 2018) . Therefore that, the implementation service digital public should accompanied by initiative training and empowerment society so that all individual own capacity For use technology optimally.

Other inhibiting factors participation active public in design and evaluation digital services are low awareness and understanding about importance they involved in the process. Many residents have not feel involved or own influence in taking decision related service digital public. This is can caused by lack of channel communication effective between government and society, which often results in low level participation in consultation public or survey A appropriate conditions with a participation model citizens by Arnstein, (1969) . In addition that, skepticism or lack of trust to system new also become barriers, especially when technology considered complicated and not always

transparent. Because of that that 's important for government area For create mechanisms that allow inhabitant more active participate, including through more counseling intensive about benefit involvement they in design and evaluation digital services. Implementation system inclusive participation can increase quality service at a time build trust between government and citizens, as suggested by Bekkers & Meijer (2015)

Discussion

The Role of Community in Service Design Digital Public

In framework design service digital public, engagement public hold position strategic Because contribute to improvement relevance and sustainability system services developed. Research latest show that when inhabitant involved since stage beginning start from identification need until evaluation digital interface of the resulting service tend more appropriate target, more responsive to condition local, and have legitimacy as well as more support strong from users (Christiansson et al., 2024) . Participation model active This strengthen idea that service digital public not just transformation technology, but also the form transformation governance governance that places public as stakeholders interest main (Sundberg & Holmström, 2024) . With Thus, participation public No only option additional, but element critical in designing services that are not only efficient in a way operational but also sustainable in a way social

Understanding that participation active public is important things assume that digital services no only designed *For* citizens, but rather *together* citizens. Approach This allows need real, obstacles access and preferences users identified at the stage the beginning of the design process, so that service become more responsive, more inclusive, and have level more adoption tall (Christiansson et al., 2024) . Without existence participation active society, there is risk that digital services will become “ tech -centric ” solutions only, which ignore context social and cultural users who then can cause low level utilization and speed become worn (Sundberg & Holmström, 2024) . Therefore that, in designing service digital public, integration participation public since phase conceptual until evaluation is supportive practices relevance, acceptance, and sustainability.

In in practice, available several models of participation society that can implemented in design digital services. First, the consultative model, where the community invited For give input through surveys, forums or FGDs, so that design reflect needs and preferences public. Second, the collaborative model or *co - design* involving public as partners in the design, prototyping, and testing process, enabling interaction

direct between users and developers so that services that are born truly “by and for” users (Christiansson et al., 2024) . Third, a more co - creation model further, which involves public in taking decisions and monitoring of ongoing services encourage a sense of ownership and increase sustainability implementation. Combination of these models ensure that design service digital public not just transformation technology, but also transformation structure empowering participatory public as actor main in service public (Sundberg & Holmström, 2024)

Community Evaluation as a Measuring Tool Success Digital Services

In framework evaluation service digital public, measurement from corner view public become indicator main success system. Evaluation that relies on bait come back public allows government area For No only measuring technical output like amount online transactions or time completion, but also assessing quality experience users covers aspect accessibility, satisfaction, and sense of involvement (Husin et al., 2025) . As example, research by Ye et al., (2023) show that analysis of online citizen feedback allows identification quality factors digital services such as efficiency, quality information, attitude officers, compliance, and implementation the subsequent response made into base For repair service.

Bait come back public No mere tools passive For measurement, but rather mechanism active in identify weakness and opening opportunity improvement digital services. Through channel participation users like survey satisfaction, column online comments, or user forums, government can get outlook operational that is not looks only via administrative data. As example, studies in the field service administration population in Indonesia shows that quality good e-government services increase satisfaction users, and satisfaction the become a mediator that leads to the formation of trust inhabitant to government (Ana et al., 2024) .

Next, evaluate from society must also compared to with objective set start in implementation digital services. For example, if objective main is increase accessibility and speed up time service, then results bait come back public must show that inhabitant truly feel improvement such as perception convenience use or feel the process of becoming more fast. If evaluation from public show Still Lots constraint access or users feel Not yet served in a way fast, then there is gap between targets and realities that must be handled (Latupeirissa et al., 2024) . With Thus, evaluation based public become tool measuring critical For evaluate whether service has reach designed targets at a time guide

adaptation to change context or hope users. Therefore, integration bait come back public to in cycle evaluation service digital public no only strengthen legitimacy services, but also improve sustainability and relevance service the in term long.

Challenge in Integrate Technology and Community Participation

In effort integrate service digital public with participation active society, there are Lots related challenges with aspect technical, social, and cultural. In general technical, inequality infrastructure covers internet connectivity is not even, speed low network, as well as limitations device hard become obstacle main for involvement public in the design process and evaluation digital services. Research by Djatmiko et al., (2025) and Sutrisno et al., (2024) show that weak infrastructure and disparities digital access direct limit ability inhabitant For participate in a way meaningful in service public based technology. On the other hand social and cultural, low digital literacy, resistance to changes, and norm social which is still consider that the ideal service is face to face, participate strengthen obstacle participation. Stage design and evaluation digital services as they should be participatory Can hampered Because public feel not enough comfortable using digital platforms or feel not enough competent For give bait come back online. Some study literature explain digital literacy often ignored in design service digital public so that reduce effectiveness involvement society, things has also been noted Pajula et al., (2025); and Sutrisno et al., (2024) . Culture service based interaction also has direct implications that digital transformation must consider adaptation culture and communication so as not to cause alienation for accustomed users with service conventional.

For face challenge said, a number of solutions and recommendations has submitted. First, training customized digital literacy For various segment society (including elderly, residents rural areas, and groups with access limited) to be priority, so that the community own ability base in using digital platforms and giving bait back. Second, provision adequate infrastructure like broadband network to remote areas, devices access public and services help technical, important For ensure inclusive access. Overview literature show that successful digital policies must combine investment infrastructure, development skills, and inclusive policies (“ material access, skills, *usage* ”) for overcoming the 'digital divide' (Djatmiko et al., 2025; Lukas & Hasudungan, 2024) . Third, the approach collaborative in design services, where the government, society and other parties private / community Work The same in *co - design* and testing can increase sense of ownership public to service as well as facilitate adaptation service to context

local. With implementation solution this, integration between technology digital services and participation public Can walk more effective so that produce service the public who do not only digital but also inclusive and sustainable.

Strategy for Increase Community Participation in Service Digital Public

Strategy for push participation active public in service digital public must covers three element main : easy technology accessible, educational community and collaboration cross sector. First, the use of web- based and mobile platforms designed with approach *user-centric* namely intuitive interface, access past device mobile, as well as feature communication two direction, to be foundation it is important for the community can more easy involved in the design and evaluation process digital services (Prasetyo et al., 2024) . Second, educational programs and campaigns awareness about importance digital services as well right participation inhabitant proven effective in increase involvement through training digital literacy for elderly and rural communities, as well as socialization benefit digital services via social media or local communities (Djatkiko et al., 2025) . Third, strengthening partnership between government regions, communities and parties third (such as NGOs, sectors private and universities height) in design and evaluation digital services become a key strategy. Collaborative model This allows *co - creation* joint services and monitoring, which in turn increase sense of ownership public as well as sustainability implementation (Lol et al., 2025) . With integration simultaneous the three strategies that is easy technology accessible, educational community, and multisector partnerships, services digital public can become more inclusive, responsive, and useful For all over layer public.

CONCLUSION

Findings and discussion results about role public in design and evaluation service digital public in the Regency South Buton shows that involvement active public is factor key in increase relevance and effectiveness service From the results evaluation, can concluded that participation public in various stage, start from design until evaluation, no only help in create more services in accordance with need local but also strengthens the sense of ownership and trust to service digital public. Through various models of participation like consultative and collaborative, community can give bait constructive feedback, identifying shortcomings, and propose continuous improvement. With Thus, participation public No only just activity additional, but is the core of implementation

successful and sustainable digital services. Importance participation public in implementation service sustainable digital public reflected in ability public. For adapt with technology and provide relevant input For improvement service. Without participation active, digital services are at risk become solutions that do not fulfil hope or need society, which ultimately reduce level use and sustainability system said. Therefore that, policies that support participation active public must become priority in development service digital public. As recommendations, steps that can be taken taken For increase effectiveness service digital public in the Regency South Buton includes : first, increasing community digital literacy through structured training, especially in the regions rural and for group prone to like elderly and society educated low. Second, strengthen digital infrastructure for ensure equitable access throughout the region, especially with optimize internet network and devices adequate hardness. Third, build mechanism inclusive participation, where the community can involved more in in design and evaluation services, such as through online forums, surveys satisfaction, and FGD. With comprehensive and sustainable approach, services digital public in the Regency South Buton can more effective, efficient, and can increase quality life public in a way overall.

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