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THE INFLUENCE OF SOCIAL MEDIA ON COMMUNITY INVOLVEMENT IN PUBLIC POLICY IN MEDAN CITY

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Abstract

The problem formulation that emerges from this research is how the variables of information dissemination and service management influence community involvement in public policy through image improvement as an intervening variable . The subjects of this research are the people of Medan City, where the variables in this research are the independent variables, namely the dissemination of information and service management , the dependent variable, namely the variable of community involvement in public policy and the intervening variable is the image improvement variable . The results of data analysis used SEM analysis using SMART PLS 4.0 software. The data collection technique is using a questionnaire. Method research using descriptive quantitative data analysis methods using the structural equation model (SEM) method, where the results of data processing using the SEM method are carried out using the PLS 4.0 application . From the results of this research, the conclusions that exist are, namely, partially the variables of information dissemination and the use of technological facilities have an effect on community involvement in public services and have an effect on improving the image. Simultaneously, the variables of information dissemination and use of technological facilities influence community involvement in public services through the variable of improving community image as an intervening variable . The smoother the dissemination of information on social media and the adequate use of technology will influence increased community involvement in public services, where increasing community involvement through progressive responses from the community will have an impact on improving the Government's image in serving the community.

Keywords Social media, dissemination of information, use of technological facilities, community involvement in public services, image improvement.

INTRODUCTION

Current public policy must ensure that the community can be served well, where every existing Government requires the Government to improve services to the community, where service to the community is closely related to the Government's ability to respond to every complaint and problem around the community (Ausat, 2023) .

Management of public services carried out by the government includes various aspects designed to ensure that the services provided to the community run effectively, efficiently and meet the needs of citizens (Mavrodieva, Aleksandrina V., 2019) . The government determines the policies and regulations that underlie the delivery of public services. This policy must be prepared based on an analysis of community needs and the potential of

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available resources, and the Government can make short, medium and long term plans to ensure public services can run well. This includes identifying service priorities and resource allocation (Kakar, Allauddin and Khan, 2020) .

The public service management process involves various government agencies and related institutions in providing services directly to the community. Covering health services, education, population administration, and others, where supervision and evaluation of public service programs are needed so that later the Government can determine public service policies that are in line with what is expected and what the community needs (Kim, Chorong, 2018) .

The process of managing public services requires an audit process so that services and service management comply with established procedures and standards. Carrying out routine audits to ensure that public services run in accordance with provisions and achieve predetermined targets, where through this audit process the government must provide clear and transparent information regarding public services and be involved in the decision-making process, so that services

This public can run smoothly and according to expectations

society (Wukich, 2021) .

The process of managing public services requires the resources needed to make public service activities successful in order to satisfy the public, where public satisfaction is the voice expressed by the public when they feel that the public services provided by the Government are running as they should (Williams, Christine B., 2018) . The resources needed to improve public services in order to feel satisfaction are human resources, physical resources, such as equipment, supplies and infrastructure, material resources, such as materials for administrative services in various agencies, and information resources such as the internet and social media (Stockmann, 2023) .

Social media is needed by the Government and also users of public services, in this case the public, to criticize, provide suggestions on the services provided, as well as form public responses regarding the services provided by the Government. This is done as a means of improvement and also to reduce errors in the form of service that has been provided to the community so that later the Government can correct errors when providing services to the community so that later it can create maximum forms of service (Spacek, 2018) .

Social media plays a significant role in the process of managing public services, where social media allows the government to disseminate information quickly and widely to the public. Important information such as new policy announcements, disaster warnings, or changes in public services can be delivered in real-time . Social media provides a platform for the public to provide direct input regarding public services. The government can accommodate and respond to complaints, suggestions and questions from citizens quickly (Criado & Villodre, 2022) .

social media creates a form of information that can be said to be part of improving the Government's image on existing social media, where the Government's image must be in accordance with the policies implemented, thus influencing the public's perception that existing services are good and of good quality, so it can be said to be social media will influence the attitudes and actions of the Government through the alertness of its apparatus in encouraging them to always improve the services provided (Feezell, 2018) .

The lack of public involvement in providing information by the Government will have an impact on bad perceptions regarding services, where good service is a service that allows the public to be involved in making comments regarding the perceived service, so that criticism, suggestions and comments are needed as material for improvement when distributing it. information on social media regarding the management of public services will be encouraged, so that with suggestions, criticism and comments from the public it is hoped that there will be changes and

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improvements in the Government's performance (Kwon, K. Hazel, Shao, Chun and Nah, 2021) .

One of the things that makes existing services not involve the community is the lack of Government initiative in informing various media, including social media, where the lack of internet facilities and existing technology makes it possible for the delivery of information regarding the management of the services carried out to be increasingly not conveyed well. so that community involvement in services is reduced. As a result, the public will tend to think that the government's performance in services is not good and optimal and this will have an effect on improving the image and decreasing the quality of services.

During 2022, Medan City has carried out service activities in accordance with the job description, where the number of people served in that year was around 40% and in 2023 it was around 33% lower compared to 2022, which was caused by the lack of information dissemination in the media. social issues regarding the provision of services carried out, as well as information regarding the management of public services, so that it will have an impact on reducing the image of the Government which has an impact on the lack of community involvement in the implementation of public services in Medan City, where the incomplete use of technological facilities is something that has an impact on the delivery of information and the service performance of the Medan City Government, which has an impact on reducing the image of the Medan City Government as a whole.

FORMULATION OF THE PROBLEM

The problem formulation that emerges from this research is how the variables of information dissemination and use of technological facilities influence community involvement in public policy through image improvement as an intervening variable .

RESEARCH PURPOSES

The problem formulation that emerges from this research is how the variables of information dissemination and use of technological facilities influence community involvement in public policy through image improvement as an intervening variable .

RESEARCH ORIGINALITY

The subjects of this research are the people of Medan City, where the variables in this research are the independent variables, namely the dissemination of information and service management , the dependent variable, namely the variable of community involvement in public policy and the intervening variable is the image improvement variable . The results of data analysis used SEM analysis using SMART PLS 4.0 software. The data collection technique is using a questionnaire.

LITERATURE REVIEW

Use of Social Media for Public Services

By utilizing social media effectively, governments can improve the quality of public services, strengthen relationships with citizens, and ensure that citizens' needs and expectations are better met, with social media playing an increasingly important role in public services. (Marchi, Regina and Clark, 2021) .

Indicators of the use of social media for public services:

1. Availability of internet facilities

2. Inappropriate social media platforms

3. Content and information that has not yet reached the public

4. There is still a bureaucratic culture that still covers public service activities to the community (Walsh, Louisa, 2021) .

Dissemination of Public Service Information

Public service information dissemination is the process by which information regarding services provided by the government or public organizations is disseminated to the public. Dissemination of this information is very important to ensure that people have fair and equitable access to the various services available

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(Zhao, Miaoxi, Lin, Yanliu and Derudder, 2018) .

The objectives of disseminating public service information are:

1. Increase public awareness of available services

2. Increase transparency and accountability of government or public organizations.

3. Ensure that public service information can be accessed by all levels of society.

4. Encourage community participation in using and providing feedback on public services.

5. Providing information that can empower people to make better decisions regarding the services they need (Salehudin, Mohammad, 2021) .

The indicators for disseminating public service information are:

1. Information reach

2. User (community) involvement

3. Application availability

4. Availability of information content (Djerf-Pierre, Monika and Pierre, 2018)

Use of Technology Facilities in Public Services

The use of technological facilities in public services has brought many positive changes, increasing efficiency, accessibility and quality of services provided to the public (Wen, Nainan and Wei, 2018) .

There are several technologies used in public services:

1. E-Government

2. Digitalization of Government Services

3. Use of Mobile Applications

4. Management information System

5. Telemedicine

6. Electronic Payment System

7. Internet of Things (Anggraheni, Palupi, Setyowaty, 2022)

The indicators of technological facilities in public services are:

1. Accessibility

2. Service availability

3. Quality of service

4. Community involvement as control (Silva, Patrícia, 2019)

Community Involvement in Public Policy

Community involvement in public policy is very important to ensure that the policies made truly reflect the needs and desires of the community. It also helps increase transparency, accountability, and legitimacy of the decision-making process (Gong, Ping, 2022) .

By actively involving the public in the public policy process, the government can ensure that the resulting policies are more relevant, effective and acceptable to the wider public. It also helps build trust between the government and society, and encourages greater participation in social and economic development (Eom, Seok Jin, Hwang & and Kim, 2018) .

Indicators of community involvement in public policy are:

1. Active community participation

2. Access from public services

3. Increased use of technology (Nah, Seungahn, 2021)

Image Enhancement

Image enhancement is a process carried out by organizations, companies, or governments to improve and strengthen the public's perception of them. In the context of public services, improving the image of the government or public agencies is very important to build trust, increase public satisfaction, and ensure continued public support (Haryanti, Sri and Rusfian, 2019) .

Several strategies and steps that can be taken to improve the image of public services:

1. Publication of work reports, which routinely publishes performance reports explaining

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achievements, budget use and results of programs implemented.

2. Excellent service by providing training to public service employees to improve competency and ability in providing friendly and efficient services.

3. Innovation and technology by implementing technology to provide online public services that are faster, more efficient and easier to access.

4. Public involvement and participation by

holding public consultation sessions to listen to input and suggestions from the community regarding the policies and services provided (La, Viet Phuong, 2020) .

Indicators of improving the image of public services are:

1. Community satisfaction

2. High level of public trust

3. The success of the program implemented (Williamson, Wayne and Ruming, 2020)

CONCEPTUAL FRAMEWORK

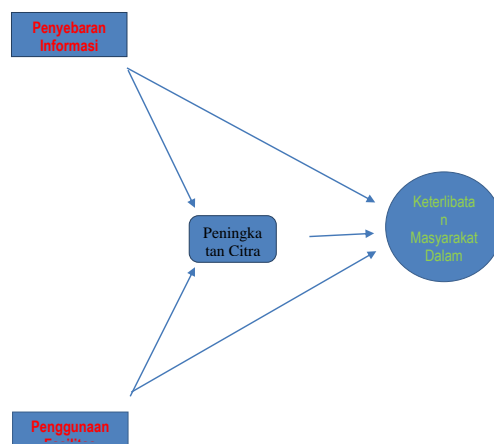The description of the research conceptual framework is:

Figure 1 Conceptual Framework

Hypothesis

1. The dissemination of information influences community involvement in public services

2. The use of technological facilities influences community involvement in public services

3. The dissemination of information has an effect on improving the image of public services

4. The use of technological facilities has an effect on improving the image of public services

5. Improving the image of public services affects community involvement in services

6. The dissemination of information influences community involvement in public services through improving the image of public services as an intervening variable

7. The use of technological facilities influences community involvement in public services through improving the image of public services as an intervening variable.

RESEARCH METHODS

Method This research was conducted using quantitative descriptive methods using structural equation model (SEM) analysis methods, which according to (Hayashi, Paulo, Abib & and Hoppen, 2019) Structural Equation Modeling with PLS

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explains that SEM allows researchers to test complex theoretical relationships, including the relationship between independent and dependent variables that may influence each other. The population in this study was 2,494,512 residents of Medan City in 2023, where the sampling method was carried out using the simple random sampling method , where according to (Hayashi, Paulo, Abib & and Hoppen, 2019) the sampling method used simple random sampling is is a sampling method in which each element in the population has an equal chance of being selected. It is the basic and most commonly used sampling technique in statistics due to its simplicity and ability to produce representative samples. The number of samples taken can be done using the Slovin formula as follows:

$n = N / (1 + Ne^2) = 35{,}450 / (1 + 35{,}450 \times 0.1^2) = 99.72 = 100$ people/residents of Medan City who are served by services in Medan City

RESEARCH RESULT AND DISCUSSION

RESEARCH RESULT

Descriptive Testing

Descriptive testing was carried out by analyzing the characteristics of 100 community units in Medan City . The descriptive analysis regarding the characteristics of respondents according to the following table is:

Table 1 Characteristics of Respondents

Variable	Category	Frequency	Percentage (%)
Gender	Man	37	37
	Woman	63	63
Age	20-24 Years	42	42
	25-30 Years	22	22
	31-40 Years	34	34

The table above explains that the respondents who answered the most questions based on gender were female respondents at 63% or 63 respondents, while the respondents who answered the least questions were male respondents at 37% or around 37 respondents. Characteristics of respondents based on age, those who answered the most questions were respondents in the 20-24 year age range, amounting to 42% or 42 respondents, while those who answered the least were respondents in the 31-40 year age range, 22% or 22 respondents.

The output from the SEM test can be described through the following Bootstrapping diagram :
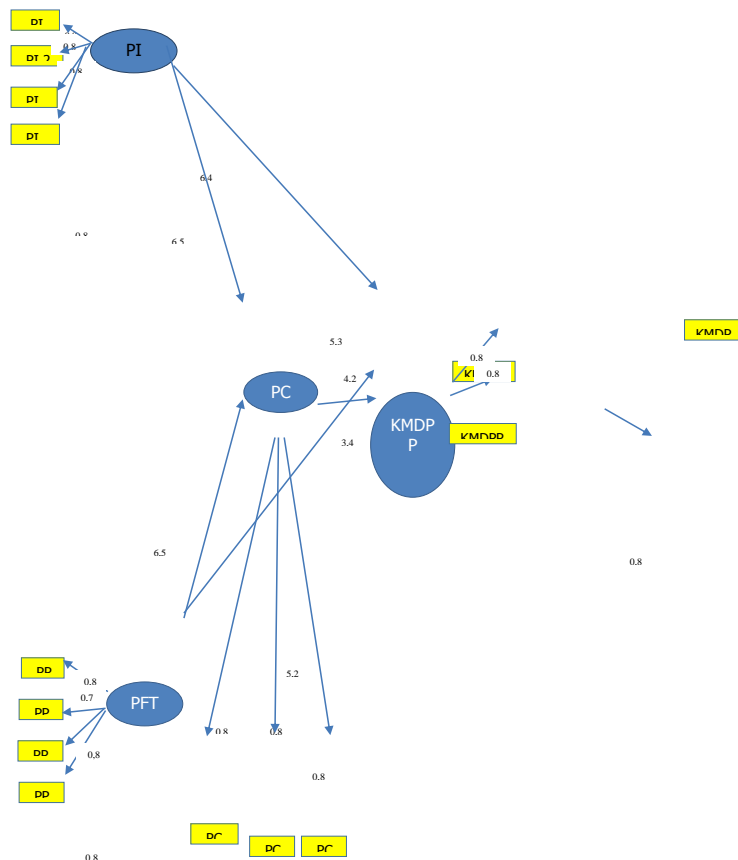
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Figure 2 Bootstrapping diagram

Convergent Validity Analysis

(Hayashi, Paulo, Abib & and Hoppen, 2019) states that convergent validity analysis shows that variables that should be related to each other theoretically are indeed highly correlated empirically. In the context of Structural Equation Modeling (SEM) and confirmatory factor analysis (CFA), convergent validity is an important aspect of construct validity . The results of the convergent validity test in this research are:

Table 2 Test Convergent Validity

Variable	Indicator	Outer Loading
Information Dissemination (X_1)	PI 1	0.852
	PI 2	0.873
	PI 3	0.835
	PI 4	0.824

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Variable	Item	Value
Use of Technology Facilities (X$_2$)	PFT 1	0.845
	PFT 2	0.753
	PFT 3	0.862
	PFT 4	0.854
Community Involvement in Public Services (Y)	KMDPP 1	0.833
	KMDPP 2	0.852
	KMDPP 3	0.881
Image Enhancement (Z)	PC 1	0.881
	PC 2	0.862
	PC 3	0.813

Source: Data Processing Results with PLS 3.0, 2024

The table above states that the data from each variable is suitable to be submitted as material for carrying out subsequent data analysis .

Average Variant Extracted (AVE) Analysis

(Hayashi, Paulo, Abib & and Hoppen, 2019) states that the AVE test is used to test convergent validity in Structural Equation Modeling (SEM) and Confirmatory Factor Analysis (CFA) . The Average Variant Extracted (AVE) test results are in the following table:

Table 3 AVE Test

Variable	AVE
Information Dissemination (X$_1$)	0.83 6
Use of Technology Facilities (X$_2$)	0.875
Community Involvement in Public Services (Y)	0.842
Image Enhancement (Z)	0.858

Source: Data Processing Results with PLS 4.0, 2024

The table above describes the Average Variant Extracted (AVE) value of greater than 0.5, which means that the data distribution is valid and suitable to be submitted as material for carrying out subsequent data analysis.

Composite Reliability Analysis

According to (Hayashi, Paulo, Abib & and Hoppen, 2019) Composite Reliability testing is a technique used to determine whether the construct model is reliable. This can be seen in the following table:

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Table 4 Composite Reliability Test

Variable	Composite Reliability
Information Dissemination (X_1)	0.884
Use of Technology Facilities (X_2)	0.824
Community Involvement in Public Services (Y)	0.764
Image Enhancement (Z)	0.874

Source: Data Processing Results with PLS 4.0, 2024

The table above states that value Composite reliability is greater than 0.6 , where the data distribution is relevant and appropriate, and is suitable to be submitted as material for carrying out subsequent data analysis . .

In Discriminant Validity analysis, it is important to ensure that variables that should be uncorrelated or only slightly correlated actually show this pattern. The results of the Discriminant Validity analysis can be seen in Table 5 below:

Discriminant Validity Analysis

Table 5 Discriminant Validity Analysis

	Increase in Household Income Moderating Effect 1	Increase in Household Income Moderating Effect 2	Increase in Household Income Moderating Effect 3	Increase in Household Income Moderating Effect 4
Information Dissemination	,769	1,000	,744	,623
Use of Technology Facilities	,667	,744	1,000	,726
Community Involvement in Public Services	,757	,786	,846	,769
Image Enhancement	1,000	,744	,667	,636

Source: PLS Data Processing Results, 2024

Based on the table above, it can be seen that the

AVE values of the construct equations do not influence each other, so they have met the

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Discriminant Validity value .

Path Coefficient Testing

As for the path coefficient test can be seen through the following table:

Table 6 R Square Test

Variable	R Square
Information Dissemination (X_1)	0.887
Use of Technology Facilities (X_2)	0.841
Community Involvement in Public Services (Y)	0.884
Image Enhancement (Z)	0.847

Source: Data Processing Results with PLS 4.0, 2024

From the table above, the R Square value of the variable community involvement in public services is explained by the variables dissemination of information, use of technological facilities and image enhancement of 88.4%, while the remaining 12.6% can be explained by other variables not included in this research.

Hypothesis testing

The results of hypothesis testing can be seen as follows:

Table 7 Hypothesis Testing

Hypothesis	Influence	T-Statistics	P-Value	Results
H1	Dissemination of information on community involvement in public services	6,427	0.003	Accepted
H2	Use of technological facilities for community involvement in public services	5,230	0.001	Accepted
H3	Dissemination of information to improve image	6,547	0.001	Accepted
H4	Use of technological facilities to improve image	6,538	0.004	Accepted
H5	Improving the image of increasing community involvement in public services	4,227	0,000	Accepted
H9	Dissemination of information	5,354	0,000	Accepted

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	on community involvement in public services through image enhancement as an intervening variable			
H10	The use of technological facilities for community involvement in public services through image enhancement as an intervening variable	3,410	0,000	Accepted

Source: Data Processing Results with PLS 3.0, 2023

According to the table above, it can be concluded that partially the variables of information dissemination and use of technological facilities influence community involvement in public services and influence image improvement. Simultaneously, the variables of information dissemination and use of technological facilities influence community involvement in public services through the variable of improving community image as an intervening variable.

DISCUSSION

Information Dissemination Influences Community Involvement in Public Services

The results of the research state that the dissemination of information influences community involvement in public services. This is in accordance with research from (Kim, Chorong, 2018) which states that disseminating public service information on social media will be able to create great involvement from the community in public services, where public services target some of the community who need services from the Government of a region.

Use of Technology Facilities Influences

Community Involvement in Public Services

The research results explain that the use of technological facilities influences community involvement in public services. This is in line with research (Mavrodieva, Aleksandrina V., 2019) which states that the use of technological facilities in public services will create a lot of community involvement because the services served require complete community participation.

Information Dissemination Influences Image Improvement

According to research results, information dissemination variables influence image improvement . This is in accordance with research (Zagidullin, Marat, Aziz & and Kozhakhmet, 2021) which states that the dissemination of existing information about public services on social media will have an impact on improving the image of the Government in a country or region.

Use of Technology Facilities Influences Image Improvement

According to research results, product design variables influence creativity. This is in accordance with research (Cho, Wonhyuk and Melisa, 2021)

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which states that the use of technological facilities in providing information to social media regarding services will have a positive impact on increasing the positive image of government service performance.

Image Improvement Influences Community Involvement in Public Services

The results of the research state that improving image has an effect on community involvement in public services. This is in accordance with research (Yang, Yang and Su, 2020) which explains that an improved image of government services will create the government's ability to involve the community in existing public service activities.

Information Dissemination Influences Community Involvement in Public Services Through Image Improvement as an Intervening Variable

The research results show that the information dissemination variable influences community involvement in public services through image improvement as an intervening variable . This is in accordance with research (Lin, Yanliua and Kant, 2021) which explains that disseminating existing information will make the community involved in helping services and community involvement means there is community trust in the services provided by the local government.

Product Design Influences Increasing Household Income Through Creativity as an Intervening Variable

The research results show that the information dissemination variable influences community involvement in public services through image improvement as an intervening variable . This is in accordance with research (Ausat, 2023) which states that the use of information technology can help increase community involvement to be served well and is the basis for improving the Government's self-image.

IMPLEMENTATION

The smoother the dissemination of information on social media and the adequate use of technology will influence increased community involvement in public services, where increasing community involvement through progressive responses from the community will have an impact on improving the Government's image in serving the community.

CONCLUSION

From the results of this research, the conclusions that exist are, namely, partially the variables of information dissemination and the use of technological facilities have an effect on community involvement in public services and have an effect on improving the image. Simultaneously, the variables of information dissemination and use of technological facilities influence community involvement in public services through the variable of improving community image as an intervening variable.

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