



## Adaptation of Public Services in The Era of Covid 19

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### Abstract

Public services in the Covid 19 era have shifted to serving via digital or online. The changes that have occurred have resulted in changes in people's behavior due to the implementation of the covid 19 protocol and government policies in handling Covid-19 during the pandemic. This study uses a literature review approach which is part of the qualitative type. In collecting research data, the researcher utilizes several literatures, both library research and field research, which are primary and secondary. By combining all findings, both theories, models, and concepts of public service transformation to the changes that occur. This is done to provide input on existing public services. The results of the study reveal that the occurrence of a shift in public services during the COVID-19 pandemic can be used as an alternative to provide services through a digital system to support technological progress

**Keywords:** Public Service, Covid 19

### INTRODUCTION

Covid-19 is a pandemic that has hit all countries in the world. Sun et al., (2020) -19 is the third known zoonotic coronavirus disease after SARS and the Middle East respiratory syndrome (MERS). COVID-19 itself is a new type of coronavirus that was discovered in Wuhan, Hubei, China in 2019 and this virus spreads very quickly through droplets (Setiawan et al., 2020). Mona (2020) Coronavirus is contagious. The term contagion refers to an infection that spreads rapidly within a tissue, such as a disaster or the flu. These viruses are easily transmitted to each other through droplets, or by touching and being exposed to fluids from an infected person, making their spread difficult to control.

In connection with the very fast spread, all activities carried out must undergo changes, namely carrying out all activities at home to break the chain of spread. The government took swift action by stipulating Government Regulation Number 21 of 2020 concerning Large-Scale Social Restrictions (PSBB). The implementation of PSBB has a broad impact on changes in activities in the community, including the emergence of the terms Work from Home (WFH) and Work from Office (WFO). The emergence of WFH and WFO is also one of the policies regulated in the Circular Letter of the Minister for Empowerment of State Apparatus and Bureaucratic Reform Number 19 of 2020 concerning Adjustment of Work Procedures for State Civil Apparatus in Efforts to Prevent the Spread of Covid 19 in Government Agencies. This policy is a reference for every Government Agency to carry out office activities.

In the public service sector, in this policy, there are exceptions, where services must continue to run as they should even in the conditions of Covid and the implementation of social distancing. Public services are asked to implement the Covid 19 protocol, such as washing hands, wearing masks, and maintaining social distance. This ongoing condition forces people to change their behavior, including organizations in providing public services. To respond to these changing conditions, several public services have made changes in providing their services. These changes start from the implementation of the Covid 19 protocol in service offices to the implementation of digital-based services both through applications and online

processes. These adjustments are intended as an effort to prevent the wider spread of Covid 19.

The use of technology services in Covid conditions is massive. This digital technology service is expected to support government performance to be more responsive and efficient by facilitating administrative and managerial functions. This is in line with the opinion of Viscusi et al (2019), according to him, by providing services through electronic networks provided by government organizations and private organizations, the quality of service to users plays the most important role. This can be seen from the ease of accessing the internet and wireless networks so that users can obtain services effectively and efficiently. However, (Basu, 2004) views that digital-based public services are more than just the use of websites, applications, and the internet, namely how these public services in substance must be able to support and facilitate the community to get good and satisfying services. . So that through the implementation of digital-based public services, it is expected to help the government in providing more quality and accountable services (Alhomod & Shafi, 2012).

Abdillah et al., (2015) define quality in public services as the assessment of public officials when providing services directly. More concretely, (Lovelock & Wirtz, 2011) view that the quality aspect in service will always talk about performance in providing services, length of time for completion, responsiveness to environmental changes and market share, and affordable costs. Trisakti et al., (2019) understand the quality of public services as the level or degree of good or bad of a service process, service facilities, the way services are provided which is measured by certain criteria.

This study will see how the adaptation of public service to social changes that occur in society. In every social change, it is always important how sociology provides benefits in comprehensively reviewing and accompanying the learning process in it. In the context of the Covid-19 pandemic, sociological studies in understanding the changes taking place in the current public service sector will certainly make a significant scientific contribution as an alternative to strengthening the quality of public services, both during the pandemic and post-pandemic. . pandemic. This paper will describe the dynamics of changes in people's behavior due to the Covid-19 pandemic. It is hoped that this paper can provide scientific treasures in understanding the pandemic from a sociological perspective

## RESEARCH METHODS

Methodology This research approach is descriptive qualitative with the type of research literature study. In this study, the researcher based on some kinds of literature, both library research and field research, which are primary and secondary. Data were obtained through literature, and websites from official government agencies, as well as international institutions, as well as other sources relevant to this research.

## RESULTS AND DISCUSSION

### Public Services in the Covid-19 Era Through the Use of Digital (Online)

Along with the implementation of the adaptation of new habits or the new normal during this pandemic, the public service sector that had experienced restrictions or temporary suspensions was then allowed to operate again strictly according to health protocols. This health protocol is determined through various policies issued by the government. To answer these challenges, one of the efforts made by government agencies is the application of technology-based public services or digital transformation. The services provided to the community during the Covid-19 pandemic are different from before.

Service is optimized online. This is following the Decree of the Minister of Health Number HK.01.07/MENKES/382/2020 concerning Public Order in Public Places and Public Facilities in the Context of Prevention and Control of Covid-19. In line with this opinion, Syaidah (2020) explained that public services carried out during the Covid-19 pandemic were carried out with 3M procedures, namely washing hands, wearing masks, and keeping a distance. In addition, innovation in services is provided through technological support that is growing so that government innovations are increasingly valuable and the benefits can be felt by the community. Public administration services are carried out online. Although digital services

have been tried in several public services before the pandemic, one of them is PRIMA's innovation, namely providing clear information regarding service standards through online mass media, increasing online service delivery, adjusting facilities, infrastructure, service facilities, and increasing service competence or the quality of human resources. service (Kurdi, 2020)

The public service bureaucracy that is run in the new normal era demands the optimization of the use of technology appropriately. Public services with urgent circumstances can still be carried out but still comply with government regulations regarding the implementation of health protocols in the normal era (Taufik, 2020). Asri, (2020) explained, in Cimahi Regency, civil servants were implemented during the Covid-19 pandemic through an application. This application is a smart city technology, which performs all activities that can be accessed through a digital platform created by the Cimahi Regency DPRD. During the Covid-19 pandemic, services are provided to the public online or using digital through e-government programs. E-Government is the use of technology in improving access and provision of government services and for the benefit of the community (Tasyah et al., 2021). Dewi & Tobing, (2021) revealed that changes in public services in the Covid-19 era must still pay attention to the rights and obligations of the community.

### **Adapted Public Services Using Digital Services (Online)**

In connection with public services carried out online or digital use in it. Some of the public services that have switched to using services are BPJS Health, which has previously implemented an online-based service, namely Mobile JKN. However, during this pandemic, they have re-developed services under the names CHIKA and Pandawa. CHIKA stands for (Chat Assistant JKN) or information service through chat robots or virtual characters with artificial intelligence, which can imitate human conversations through voice messages and text chats. Then the service will continue with the Administrative Service Line Via Whatsapp (Pandawa) which operates every Monday to Friday from 08.00-15.00 local time.

Another example is the Department of Population and Civil Registration which provides an online registration application, which allows the public to get services online. In the process, the public will be given an online queue schedule for physical file collection, this is done under health protocols to reduce queue buildup and maximize efforts to prevent exposure to Covid-19. This is the application of a new adaptation carried out by the Department of Population and Civil Registration which has changed from the old way which is usually done face-to-face in carrying out public services.

Other public services that participate in implementing the use of technology are health services. Health services also utilize information technology in preventing the spread of Covid-19, one of which is by limiting face-to-face health services in the form of telemedicine. Telemedicine is a health service performed by a doctor using information and communication technology to diagnose, treat, prevent and/or evaluate a patient's health condition following their competence and authority, which is then proven by a Registration Certificate (STR) while still paying attention to quality and safety, service, patient.

### **Changes in Public Services to Adaptation to Changes in Behavior**

Talking about changes in public services that exist during the Covid-19 pandemic, this process is a form of adaptation of an organization to answer existing challenges. In line with this opinion, Max Weber stated that the process of social change in society is related to the development of habits carried out by humans according to the level of human rationality (Martono, 2011). Yusuf & Agustang, (2020) explain that social change can be influenced by internal and external factors. This happens because of the ability possessed to be able to adjust or adapt to the social community. Social change can be caused by the Covid-19 disease outbreak which has become a pandemic in all countries in the world, resulting in a crisis and uncertainty in the order of life that is required to adapt to these changes (Priantoro, 2020). In adapting, organizations are always trying to find innovations to solve their problems. Through digital services as a rational instrument for the changes that occur, it becomes a means to provide public services with limitations that exist during the pandemic.

In adapting to public services, service changes made must continue to prioritize the limiting factors of a change, so that changes that occur can be easily accepted by the community. Soekanto & Soerjono, (2000) states that change has limitations, including the process of overcoming obstacles from the environment, adjustment of norms to channel tension, the process of change to adapt to changing situations, changes to fit the conditions created. and utilize limited resources for the benefit of the environment and the system. Prabowo & Irwansyah, (2018) explain that adaptation of public services must pay attention to effective delivery and conformity with the existing environment to improve the quality of services provided to the public. Suharnoko et al., (2018) Social changes that occur in public services in the modern era through digital or online systems. This system is one of the processes of social change that occurs in society intending to utilize technology in providing services. Furthermore, services through online media are considered more effective in utilizing time.

In changing public services towards digital, the public as users must be ensured to have the ability to access these services. To ensure that these services can be accepted by the community, (Papadomichelaki & Mentzas, 2009) proposed a method of measuring the quality of public services digitally or what is called e-government by the name of E-GovQual. The concept of the e-government service quality model in E-GovQual consists of 6 dimensions, including use which refers to the ease with which a website or application can be used by the public, trust, namely user trust in web pages or applications. . regarding freedom from the risk of danger or doubt and safety factors during the service process, the function of the Interaction Environment, namely the ability of the service to play an integral role in enabling users to communicate and interact with stakeholders to obtain the information needed, reliability, namely the user's trust in accessing the page e-government, the availability of service products, and regarding the timeliness of service delivery, content and information display, which refers to the quality of the information presented, as well as its appearance. of content and layout. , such as the use of colors, graphics, web pages, and appropriate application size, citizen support ie u refers to the service's ability to help users solve the problems they face. This help may consist of an easy-to-use guide, a help page, and Frequently Asked Questions on the site, as well as the availability of multiple communication channels (phone, email, message board, etc).

### **Social Regulation & Radical Change Theory in Adapting to Social Change**

Judging from the sociology section, the social changes that occur in society as a result of adaptation to existing problems are part or application of the theory of social regulation and radical change. This theory is a change that occurs en masse and radical. In line with this opinion, (Jarzabkowski et al., 2019) explain that radical change is a change made to a shift in habits carried out in social life in society. The government's social policies in responding to Covid-19 during the pandemic have shifted and changed. leaders taking action to reduce the socio-economic effects of the crisis is called adaptation change (Pelichy 2020). Thompson & Parent, (2020) revealed that radical change is an adaptation of radical organizational changes that have an impact on organizational effectiveness from the perspective of internal and external stakeholders of social policy. Cammaerts & Mansell, (2020) revealed that radical changes that occur in the digital era have positive and negative impacts. The positive impact is that there will be further changes to the digital platform, which may support a digital ecology that is more aligned with the interests of consumers and citizens in society.

### **Handling Changes in Social Behavior in Public Services Through Sociological Studies**

Social changes in public services that occur in the community must involve sociological handling. In line with this opinion, (Muriawan et al., 2020) revealed that the optimization of population administration services in the Kudus region was carried out using a sociological juridical approach in solving existing problems. Covid-19 has caused the implementation of PSBB in Indonesia, the PSBB that has been implemented has not been maximal and effective. This is because there are problems in four aspects of the PSBB implementation policy, namely the rule of law, law enforcement, public awareness, and existing facilities. He continued, the

need for policy implementation based on sociological studies in the application of PSBB that had an impact on public services for the community (Islamy, 2020).

Peribadi et al., (2020) explained that it is important to pay attention and apply from a sociological perspective regarding the implementation of policies during the Covid-19 period. It was further revealed that it is important to pay attention from a sociological perspective because in implementing policies in Indonesia, the government's political reading does not only confuse the public. Lating et al., (2020) seen from the social aspect revealed that the portrait of the handling of covid-19 which tends to show such a strong dominance and weak coordination between governments during the need for optimal services for the safety of citizens, then rethink the relationship of authority between the central and regional governments. The choice of an asymmetric decentralization model must become one of the alternatives in the future that needs to be done for the safety of citizens. Sociologically, the Covid-19 pandemic has caused unplanned social changes in the sense that social changes occur sporadically and are not desired by the community. As a result of the unpreparedness of the community in dealing with this pandemic, in turn, it causes social disorganization in all aspects of people's lives (Wahyuningsih 2020).

Concerning changes made by society, if it is associated with existing sociological theory, it is included in the realm of sociological intervention. Sociological interventions are inputs given for policy change. He continued, it was revealed that sociological interventions with community examples must receive continuous socialization or assistance in using services because people's abilities in each region are different in understanding digital services. Harahap & Harahap, (2020) explains if there is a social structure that gives rise to social groups, new rules and norms that emerge, differences in levels (social stratification), shifts in lifestyle to new habits that are used as culture in carrying out daily activities.

## CONCLUSION

The Covid-19 pandemic has resulted in shifts and changes in public services carried out. There has been a shift in the use of electronic and digital media in providing services. There are advantages and disadvantages to running public services during the Covid-19 pandemic. The most perceived advantage is the implementation of online digital media in services that are indirectly able to apply 5.0 forward technology in public services. Public services through digital are also able to suppress the spread of the coronavirus in Indonesia. The occurrence of this shift, when viewed in a sociological study, determines a sociological inventory in which the community is expected and required to implement the existing changes. By combining all findings, both theories, models, and the concept of transforming public services to the changes that occur, they can run smoothly during the Covid-19 pandemic. This research is expected to provide a reference for public services from sociological studies for its application during the Covid019 pandemic and so that digital services can be implemented after the Covid-19 pandemic to support technological advances in public services.

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