Digital Revolution and Public Administration Innovation: Increasing the Efficiency and Responsiveness of Public Services

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Abstract: *In the ever-growing digital era, public administration is faced with the challenge of increasing the efficiency and responsiveness of public services. The digital revolution has introduced various innovations in the management of public administration, providing opportunities for significant transformation in the way public services are provided and accessed by the public. This research aims to investigate how the digital revolution has influenced innovation in public administration and its impact on the efficiency and responsiveness of public services. This research uses a qualitative approach with descriptive methods. The research results show that the digital revolution and public administration innovation aim to increase the effectiveness and responsiveness of public services by utilizing information technology. Through the implementation of e-government systems, mobile applications, and online platforms, the government can speed up administrative processes, facilitate public access, and strengthen interactions between government, business, and society. This not only improves operational efficiency and the quality of public services but also strengthens transparency, accountability, and community participation in the development process. Technology enables the automation of routine tasks, increases the accessibility of services, accelerates the government's response to community needs, and opens the door to continuous innovation in the provision of public services. Thus, the digital revolution in public administration provides a strong foundation for improving relations between government and society and increasing effectiveness and efficiency in the provision of public services.*
Keywords: *digital revolution; innovation; public administration; efficiency and responsiveness; public services.*

Introduction

Public administration has become the backbone of various diverse economic sectors, playing a crucial role in facilitating various activities that support a country's economic growth and development (Prabowo et al., 2022). In the agricultural sector, public administration plays a role in formulating agrarian policies, managing natural resources, and facilitating agricultural programs to increase productivity and sustainability in this sector (Barani et al., 2023). In the mining sector, the role of public administration is seen in licensing arrangements, environmental regulations, and operational supervision to ensure mining activities run in accordance with established safety and environmental standards (Gumuru, 2014).

In the trade sector, public administration facilitates import-export activities, establishes trade regulations, and handles international trade agreements to ensure fairness and security in trade between countries (Yasniasari et al., 2015). In the manufacturing sector, the role of public administration ranges from monitoring product quality standards to providing fiscal incentives for industry to encourage investment and innovation. In the field of medicine, public administration is involved in formulating health policies, managing health facilities, and handling public health crises (Kartini, 2017). Likewise, in the transportation, engineering, and education sectors, public administration provides a regulatory framework, infrastructure provision, and resource management to ensure smooth operations and meet community needs in these fields (Hariyoko & Puspaningtyas, 2020).

Public services are a very crucial aspect of the practice of public administration because they are the main bridge between the government and society (Akbar & Finaldi, 2024). In facing society's demands for fast, effective, efficient services, a bureaucrat must have a strong service mentality. In this context, a good bureaucrat's mentality includes a high commitment to serving the community well, upholding integrity in carrying out their duties, and being responsive to the needs and aspirations of the diverse community (Supratman, 2018). This mentality also includes an orientation towards performance and service quality, where government employees strive to provide the best in every interaction with the public (Izhar, 2020).

Government employees who have a good bureaucratic mentality will be able to operate with flexibility and dialogue, enabling the creation of a more harmonious relationship between the government and society. They are also able to present pragmatic and realistic operations, focusing on concrete solutions to various problems faced by society (Dzakiyati, 2018). Thus, employees who have a good bureaucratic mentality will not only increase efficiency in the delivery of public services but also strengthen public trust in government institutions as a whole. Therefore, developing a good bureaucratic mentality is crucial to ensuring that public services can continue to develop and better meet the expectations and needs of the community (Adiperdana, 2017).

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The development of information and communication technology has fundamentally changed society's paradigm, resulting in an increasingly intelligent and informed society (Ekram et al., 2022). With easy access to information

via the internet and social media, society has the ability to compare, evaluate, and criticize the public services provided by the government. The tendency to "demand more" is becoming stronger because people want services that are more efficient, responsive, and in line with their needs (Supriyanto, 2016). In fact, with rapid and continuous changes in technology and social trends, services that used to be considered adequate can appear outdated in a relatively short time. Communities are becoming increasingly vulnerable to innovation and change, and they demand that public services continue to develop and adapt to these changes (Fahlefi, 2017).

In addition, dependence on technology has also become a characteristic of modern society. We have adopted technology in almost every aspect of daily life, from communication and entertainment to shopping and financial management (Suprianto, 2023). This creates expectations that public services must also use technology to improve efficiency, affordability, and quality. Thus, the government is faced with pressure to introduce technological innovation in the delivery of public services so that it remains relevant and can meet the increasingly high expectations of society (Febriyan et al., 2016). The challenge for governments is to continue to adapt to these changes and ensure that public services continue to evolve to meet the demands and needs of an increasingly intelligent and technologically connected society (Warsito, 2016).

In order for public services to be efficient and responsive in facing the increasing demands of society, revolution and innovation in public administration are very important (Salam, 2021). The digital revolution has opened up great opportunities for transformation in the delivery of public services. The use of information and communication technology, such as mobile applications, online platforms, and process automation systems, allows governments to increase efficiency in various aspects of administration, from registration to delivery of services to the public (Ubit et al., 2022). For example, the use of e-government systems allows citizens to access public services without having to physically visit government offices, saving time and costs for all parties.

Apart from that, innovation in public administration also includes the development of service models that are more responsive to community needs. Approaches such as co-creation or public participation in designing policies and services can improve the quality and relevance of the services provided (Utami, 2023). By involving the community in the decision-making process, the government can better understand their needs and expectations, so that the services produced are more appropriate to the local context and more effective in achieving the desired goals. The importance of innovation also lies in the use of new technologies such as artificial intelligence, big data analysis, and blockchain technology in public administration (Muttaqin et al., 2021). These technologies not only increase operational efficiency but also open up opportunities to optimize data-based decision-making and increase transparency and accountability in the delivery of public services (Fathony et al., 2021).

In this ever-changing and developing context, the government needs to pay attention to the need to continue to encourage revolution and innovation in public administration (Faedlulloh et al., 2020). This requires a commitment to

invest in developing technological infrastructure, increasing society's digital literacy, and creating an environment that supports collaboration between the public, private, and civil society sectors in creating innovative solutions to increase the efficiency and responsiveness of public services (Hidayat, 2019). Thus, revolution and innovation in public administration are not only a necessity but also the key to achieving better public services and meeting society's increasing expectations.

The aim of this research is to investigate how the digital revolution and innovation in public administration can improve the efficiency and responsiveness of public services. Through this research, it is hoped that a deeper understanding can be found about the influence of information and communication technology and related innovations in improving the quality of services provided by the government to the community. The benefits of this research will help the government identify strategies and concrete steps to implement innovation in public administration so as to increase public satisfaction and trust in the public services provided.

Method

This research uses a qualitative descriptive method, which aims to systematically describe and explain the facts and problems encountered in the field (Moloeng, 2014). The focus of this research is on the issue of the role of local taxes in improving regional financial performance, so research must be carried out holistically to investigate this problem in depth. Qualitative methods are suitable for research that observes cases because they allow researchers to explore the complexity of the phenomena being observed. The variables found by researchers in the field will become the

basis for producing useful conclusions from the object under study (Somantri, 2005).

In analyzing data, this research uses techniques suggested by Miles and Huberman (2014). First, the data is reduced, which requires researchers to organize the data obtained into tables and categorize them according to a previously established framework. Second, the data is presented (data exposure), where the reduced data is studied further to gain a deeper understanding, and the results are interpreted. Lastly, research draws conclusions or performs verification, where new conclusions result from the analysis performed, providing new insights that may have never been considered before. Thus, this research aims to provide a better understanding of the role of local taxes in the context of improving regional financial performance through a careful and holistic qualitative descriptive approach.

Results And Discussion
Digital Revolution and Public Administration Innovation to Increase the Efficiency and Responsiveness of Public Services.

The Digital Revolution and Public Administration Innovation aim to overhaul the management of public services and strengthen interactions between government, business, industry, and society. By utilizing information technology optimally, this effort is intended to create an environment where public services can be provided more effectively and efficiently. Through the implementation of e-government systems, mobile applications, and online platforms, the government can speed up administrative processes and facilitate public access to public services. In addition, innovations such as artificial intelligence and data analysis can help the government predict people's needs and provide more targeted services (Kusuma, 2022).

Not only that, the Digital Revolution and Public Administration Innovation also aim to strengthen interactions between the government, business, and industrial sectors. By utilizing technology as a bridge, cooperation between these sectors can be improved, enabling faster and more accurate exchange of information and more effective collaboration in the development of public services and policies. It is hoped that this closer interaction will bring benefits to all parties, including increased efficiency in business processes, the provision of higher-quality public services, and increased overall economic competitiveness.

The application of technology in public administration carries great potential to improve the efficiency and responsiveness of government services. Repetitive and time-consuming administrative tasks, such as document verification, archiving, and data processing, can be automated using electronic document management systems, automated processing tools, and artificial intelligence (Yuniko & Putra, 2019). This not only reduces the time required to complete those tasks but also allows the human resources involved to focus on tasks that require human decisions.

Apart from increasing the efficiency of government management and administration, the use of information technology can also increase community empowerment through the availability of information. Government entities can use technology to reduce corruption, increase transparency, and increase public participation in decision-making processes. Through digital platforms such as government websites or electronic government applications (e-government), citizens can easily access information about policies, programs, and services provided by the government, as well as participate in evaluation and control processes (Wiranti & Frinaldi, 2023).

The development of special government mobile applications is also an important step in facilitating public access to public services. These applications can offer various features that make it easier for people to report problems, file complaints, check application status, or receive important notifications in real-time. In this way, people no longer need to come to government offices physically but can interact with the government via their mobile devices, which significantly reduces the costs and time required to obtain the required public services (Sudirman & Saidin, 2022).

E-government has brought various significant benefits to the provision of public services. One of them is a reduction in operational costs because tasks previously completed manually using paper can now be handled by electronic systems, reducing the need for labor and expensive paper processing. Apart from that, electronic services also improve the quality of public services by making them more efficient, effective, and relevant. In this way, public services become more affordable and responsive to community needs. Reducing time and costs in service processing also opens up space for the development of more efficient and cost-effective public services (Gioh, 2021).

E-government also reduces costs by minimizing the need for large amounts of paper. By simplifying procedures and facilitating the access of citizens and public sector institutions to government information programs and services, e-government enables easier and faster communication between government and citizens. Regardless of their physical location, citizens can access services and

communicate with the government at any time and from anywhere. E-government initiatives also provide a more efficient and effective alternative to providing public services that previously often took time, were unclear, and gave rise to dissatisfaction.

By adopting e-government, the government can increase public involvement in the decision-making and development planning processes. Through online surveys, feedback collection, and open forums, the public can participate actively in developing more inclusive public policies. This provides an opportunity for the government to develop services that are more responsive and in line with community needs, as well as strengthen relationships and collaboration between governments and with other stakeholders. Thus, the growth of e-government not only brings operational efficiency but also strengthens citizen involvement in the development process.

The application of technology in public administration, especially through online platforms, has a significant positive impact on government transparency and accountability. Through the online platform, people have direct access to track the status of their requests regarding the public services they need. They can easily monitor their application process from start to finish, which provides a sense of transparency about how the government manages public requests (Saksono, 2023). Apart from that, online platforms also provide opportunities for the public to provide direct feedback on the services provided by the government. This allows governments to obtain real-time information about people's needs and expectations, so they can respond more appropriately and efficiently.

Furthermore, public access to information about government programs and policies through online platforms also plays an important role in increasing transparency. The public can easily access information about ongoing programs, the budget used, and the policies implemented by the government. This opens the door to people's active participation in the decision-making process, as they can better understand how government policies and programs will directly impact their lives. Thus, this transparency not only increases public trust in the government but also strengthens accountability in the management of public resources (Novitaningrum, 2014).

The application of technology in public administration through online platforms provides a strong foundation for increasing government transparency and accountability. By providing citizens with direct access to track application status, provide feedback, and access information about government programs and policies, governments can increase transparency about decision-making processes and the management of public resources. This has a significant positive impact on strengthening relations between government and society as well as increasing effectiveness and efficiency in the delivery of public services.

Benefits of the Digital Revolution and Public Administration Innovation in Increasing the Efficiency and Responsiveness of Public Services

The digital revolution and innovation in public administration bring a number of significant benefits to increasing the efficiency and responsiveness of public services:

Increased Operational Efficiency

The use of information technology and automation in administrative processes is one of the important milestones in the transformation of public administration. Technology allows governments to automate routine tasks that previously took significant time and human effort. With the adoption of automation systems, such as electronic document management systems or automated processing tools, tasks such as filing, data processing, and document verification can be completed more quickly and efficiently. This reduces the manual workload for government employees, allows them to focus on tasks that require human decisions, and increases overall productivity.

Apart from increasing operational efficiency, the use of information technology and automation also provides benefits in terms of human resources and budget allocation. By reducing manual involvement in routine tasks, governments can allocate these valuable human resources to more strategic, value-added tasks. This can include policy development, strategic planning, and more personalized customer service. Thus, the adoption of technology helps increase the effective use of human resources and budgets, which in turn increases the overall productivity of public administration. Furthermore, automation of administrative processes also brings benefits in terms of reducing human errors. In manual processes, human error can occur, which can result in delays in service, financial loss, or public dissatisfaction. With the adoption of the right technology and automation systems, the risk of human error can be significantly reduced. Automated systems tend to be more consistent and accurate in carrying out routine tasks, thereby reducing the possibility of errors and increasing the reliability of services provided by the government.

Finally, the use of information technology and automation can provide an impetus for innovation in public administration. By utilizing developing technology, the government can continue to develop new solutions to increase the efficiency and responsiveness of public services. This includes the development of more sophisticated systems, the integration of digital platforms, and the application of new technologies such as artificial intelligence and big data analysis. Thus, technology not only increases operational efficiency but also opens the door to breakthroughs and advances in the provision of public services.

Better Accessibility

The use of online platforms and mobile applications has changed the paradigm in terms of the accessibility of public services. Through this technology, citizens now have the ability to access government services flexibly, not limited by geographic or time constraints. For example, someone who lives in a remote area or is difficult to reach by conventional services can now easily apply for or get information via a mobile application without having to travel long distances to government offices. This brings significant benefits to individuals who have limited mobility or do not have access to adequate transportation. With the increasing accessibility of public services through online platforms and mobile applications, governments have the opportunity to increase inclusivity in service provision. People who previously had difficulty accessing services now have the same access as others. This supports the principles of equal distribution of public services, where all citizens have the same opportunity to access the services they

need without experiencing unnecessary obstacles.

Apart from that, this easy access can also help reduce disparities between urban and rural areas in access to public services. By utilizing technology, the government can more easily reach communities in remote or isolated areas, thereby ensuring that public services can be enjoyed by all citizens, regardless of where they live. This enables the government to realize the principles of equality and justice in the provision of public services. Overall, the use of online platforms and mobile applications has brought about a revolution in the accessibility of public services, enabling citizens to access services whenever and wherever they are. This not only provides comfort and convenience for individuals but also opens the door to greater inclusivity in the provision of public services and helps reduce disparities between urban and rural areas.

Faster Response

The use of technology in public administration gives us the ability to respond to community needs more quickly and precisely. E-government systems enable governments to process service requests in real-time, eliminating delays that may occur in manual processes. In this way, people do not have to wait long to get a response or approval for the application they submitted. This not only increases the efficiency of public services but also reduces public frustration and disappointment with slow bureaucracy. Apart from that, e-government systems also allow the government to provide direct feedback to the public. Through online platforms or mobile applications, people can receive information about the status of their applications or get responses to their questions or complaints

quickly. The ability to communicate directly with the government accelerates responses to problems facing society and helps build better relationships between the government and the people.

Furthermore, by managing information more efficiently, e-government systems also help optimize the use of available data. The government can collect, store, and analyze information about people's needs and preferences more easily and accurately. This allows the government to design policies and programs that better suit society's needs and respond to changing circumstances more quickly and effectively. Thus, through the use of technology, the government can increase public satisfaction with public services. By providing fast application processing, immediate feedback, and efficient information management, governments can better meet people's needs, reduce waiting times, and improve the overall quality of services.

Transparency and Accountability

The use of technology to provide open information to the public about government programs, policies, and expenditures has become key to building transparency and accountability in the management of public resources. Through online platforms and government information portals, the government can easily convey information to the public about ongoing programs, implemented policies, and how government spending is allocated. This opens direct access for the public to a deeper understanding of how the government manages public resources and ensures that the information is openly available for anyone to access. With increased transparency in the provision of information, the public can monitor and evaluate government performance more effectively. They can check whether

government programs meet their needs, whether the policies implemented are in the public interest, and whether government spending is carried out efficiently and responsibly. This allows citizens to actively participate in the decision-making process and ensures that the government is working in their interests.

Apart from that, providing open information is also an important step in building trust between the government and the public. By providing easy access to information about government activities and policies, the government shows its commitment to being transparent and open in its actions. This helps build a more positive image of the government in the eyes of the public and reduces suspicion or distrust of the government. Finally, providing open information also strengthens government accountability in managing public resources. By having access to complete and accurate information about government activities, the public can easily question the government's accountability for its actions. This creates pressure for governments to be accountable for their decisions and actions and ensure that the use of public resources is carried out with integrity and efficiency.

Sustainable Innovation

The digital revolution has become the main driver for the continued development of innovation in the provision of public services. With the ever-growing adoption of technology, governments have the opportunity to improve and change the way they provide services to the public. One of the main advantages of the digital revolution is its ability to create new solutions that are more effective and efficient in providing public services. By utilizing developing technology, the government can create services that are more adaptive and responsive to changing community needs and demands. The use of continuously developing technology also allows the government to remain relevant in the face of rapid changes in the environment and society. By keeping abreast of technological developments and updating their systems and processes, governments can ensure that the services they provide remain up-to-date and in line with current needs. This helps keep public services relevant and beneficial to society in the face of ongoing challenges and changes.

Apart from that, the digital revolution also opens the door to new breakthroughs in the provision of public services. By continuing to innovate and create new solutions, governments can find better ways to meet people's needs and increase efficiency in managing public resources. For example, the development of new mobile applications or online platforms can speed up the application process, increase accessibility, and expand the range of services available to the public. Thus, the digital revolution provides an opportunity for the government to continue to innovate in the provision of public services. By leveraging emerging technology, governments can improve the way they deliver services, ensuring that those services remain relevant and responsive to changing societal needs and keeping public services useful and effective in the face of environmental change and evolving societal demands.

Conclusion

By utilizing information technology and public administration innovation, the digital revolution aims to overhaul the management of public services in a more effective and responsive manner. Through

e-government systems, mobile applications, and online platforms, the government can speed up administrative processes, facilitate public access, and strengthen interactions between government, business, and society. The application of technology in public administration not only improves operational efficiency and the quality of public services but also strengthens transparency, accountability, and community participation in the development process. Thus, the digital revolution and public administration innovation provide a strong foundation for improving relations between government and society and increasing effectiveness and efficiency in the provision of public services. The digital revolution and innovation in public administration provide a number of significant benefits for increasing the efficiency and responsiveness of public services. First, the use of information technology and automation increases operational efficiency by automating routine tasks, allocating human resources and budgets more effectively, and reducing human error. Second, the accessibility of public services increases through online platforms and mobile applications, eliminating geographical and time barriers and ensuring the inclusivity of services for all citizens. Third, the government's response to community needs becomes faster and more precise through an e-government system that allows real-time processing and direct feedback. Fourth, government transparency and accountability are enhanced through the provision of open information, enabling active public participation in decision-making and building trust. Finally, the digital revolution opens the door to continuous innovation in the provision of public

services, ensuring that these services remain relevant, responsive, and effective in the face of environmental changes and evolving societal demands.

Acknowlwdgment

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