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Effectiveness of the 112 Call Center Service at the Department of Communication and Informatics in Samarinda City

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Abstract: Public service continues to be a significant element in developing countries to meet the needs of the community. The Samarinda City Government has introduced an innovative public service, the 112 Call Center. This study aimed to determine the effectiveness of the 112 Call Center service in Samarinda City. The method used in this research is a qualitative approach. The research results show that the effectiveness of the 112 Call Center service at the Department of Communication and Informatics in Samarinda City is quite substantial as this service has proven beneficial in supporting security and handling emergency situations faced by residents. This service allows people to quickly contact the authorities when emergency situations occur, such as traffic accidents, fires, crimes, and other emergencies.

Keywords: Public service, effectiveness, and 112 call center.

INTRODUCTION

In fulfilling the needs of the community, public service serves as a provider or facilitator for the needs of others, governed by established rules and procedures aimed at delivering satisfaction to service recipients. In the modern era, easy access to information and communication has become an essential need for society. This includes access to quick and responsive emergency services utilizing increasingly advanced technology (Yasir & Assyahri, 2024). When society becomes adept at utilizing technology, it serves as a key factor in enhancing human life intellectually. This also aligns with the nation's aspirations to achieve welfare for all citizens through a more modern governance system (Pattinama et al., 2024).

In this context, the 112 Emergency Call service emerges as a solution to assist the public in urgent situations (Angelina, 2023). Emergency telephones have become a primary means for people to seek help in emergencies, and the 112 Emergency number is intended to provide a sense of security and trust for the public in handling various emergency situations (Yanuariza & Isbandono, 2023). According to (Mahameru & Hadi, 2022) as cited in (Putra et al., 2024), emergency management, which includes prevention, preparedness, emergency handling, and recovery, begins before, during, and after a disaster. The Samarinda City Government has implemented the 112 Emergency Call service to facilitate the smooth reporting of emergencies by the public, available free of charge at any time.

In light of the above, the Samarinda City Government has implemented changes in public services based on digital platforms, specifically in disaster response and emergency readiness, by inaugurating the Command Center which features a leading public service product, the integrated emergency call application named Samarinda Siaga 112. (Prayogo et al., n.d.). This innovation is regulated under the Samarinda Mayor's Regulation Number 52 of 2019 concerning the Operation of the Single Emergency Call Number 112 and Panic Button, where Article 1, paragraph 9 states that the Single Emergency Call Number 112 service, hereafter referred to as the Samarinda Siaga 112 service, is a community complaint center accessible through the telephone number 112, where callers can request assistance or provide information related to emergencies at no telephone charge (Anjani et al., 2024). The purpose of the 112 Call Center is to optimize services to the public for handling urgent emergencies, to facilitate public access to emergency services, and to ease the coordination of emergency response with PD/UPT, government agencies, and other related institutions (Devine et al., 2024).

However, based on interview results, the implementation of the 112 Emergency Service program in Samarinda City still faces challenges and issues that need to be addressed to achieve greater effectiveness. One major issue is the lack of education and socialization, leading to poor public awareness and understanding of the existence and function of the 112 Call Center. Additionally, the high number of prank calls to 112 Call Center poses a unique challenge for the Department of Communication and Informatics. These false calls not only disrupt service operations but also consume resources that should be allocated to handling real emergencies.

The phenomenon aligns with the findings of a study conducted by Fitria Shalza et al. (2024) titled "Effectiveness of the 112 Call Center Service," which discusses the 112 Call Center service in providing emergency services in the city of Bogor. This study revealed an average score of 4.12 with a "good" category, illustrating that the effectiveness of the 112 call center services in Bogor is already good, though not yet perfectly effective (Shalza et al., 2024). Meanwhile, Noor Shifa Banon et al. (2023) in their study titled “Effectiveness of the 112 Emergency Service Program in Emergency Incident Management,” state that the program can be considered effective because every report of an emergency or complaint conveyed by the community through the 112 Emergency Service is resolved well, quickly, and accurately, through the services provided by the relevant Public Service Departments (OPDs) to address the issues experienced by the community. The services provided by the related OPDs are accurately targeted at the program's target group, which already possesses good verbal communication skills and knowledge about the program (Banon et al., 2023).

Researchers formulate a problem statement questioning how effective the Call Center 112 program as an emergency complaint service in the city of Samarinda has been, and whether it is effective or less effective. Effectiveness is defined as a standard measure of whether an organization or company achieves its expectations. The effectiveness of the program can be measured by comparing the program's objectives with the results achieved, and by measuring the level of community engagement as users of the program (Musa, 2020) as cited in (Rizqi & Rahmawati, 2024). (Mardiasmo, 2018) as cited in (Angelina, 2023) states that program effectiveness can be assessed using variables that include the accuracy of the program's target, the socialization of the program, the program's objectives, and the monitoring of the program.

Based on the above background, researchers believe this issue is important to explore in a study, as it not only assesses how effective the service is but also helps provide recommendations for improving public services conducted by the Department of Communication and Informatics in Samarinda City. The researcher aims to determine the effectiveness of the 112 Call Center System as an emergency complaint service in Samarinda City. This research is beneficial for the related government efforts to increase the effectiveness of the 112 Call Center as an emergency complaint service in Samarinda City. Therefore, the

researcher has chosen the title “Effectiveness of the 112 Call Center Service at the Department of Communication and Informatics in Samarinda City.”

METHODS

This study used a qualitative approach to determine the effectiveness of the 112 Call Center Service in Samarinda City, utilizing interviews, observations, and documentation methods. The aim was to interpret phenomena occurring within a real-life context. Observations were conducted systematically and non-systematically to record social and psychological symptoms (Hasna Kamila et al., n.d.). Interviews were held with the head of the communication and informatics department, the head of control and informatics, and users of the 112 Call Center service to gather in-depth views on the call center service program. Relevant documents were also analyzed to supplement the collected data.

Data analysis techniques included data reduction, data display, and conclusion verification. Data collected through field notes, interviews, and documentation were reduced to eliminate irrelevant or inconsistent information. Data display was conducted using tables to facilitate understanding, while verification ensured the accuracy and reliability of the data through triangulation and other methods. This approach ensured that the research results depicted not only the outcomes but also the context, meaning, and complexity of the phenomena under study.

RESULTS AND DISCUSSION

The research results obtained from field observations regarding the effectiveness of the emergency call center or 112 call center service at the Department of Communication and Informatics in Samarinda are based on the indicators suggested by Tangkilisan (2005), which identify four effectiveness indicators: 1) Target Achievement; 2) Adaptability; 3) Job Satisfaction; 4) Responsibility. These indicators are discussed as follows:

a. Target Achievement

The effectiveness of a service can be measured through the achievement of specific targets. Here, target achievement is defined as the extent to which the organization’s set targets are realized effectively. This can be seen in how well the organization's objectives are met in reaching these targets as per the established goals. Tangkilisan (2005) explains that the effectiveness of a service can be measured through the precision of target achievement. The effectiveness is demonstrated by how well the set organizational targets are realized, which is evident from the execution of organizational goals in meeting the established objectives. This reflects the target achievement when the community, in emergency situations, seeks help using the 112 call center application.

Thus, the target achievement variable in the effectiveness of the 112 Call Center service is the first variable that can be used as a benchmark, and the implementation of this service can achieve a specific goal. The 112 Call Center service program in Samarinda City was established to address problems faced by the community in emergency situations. The objectives of the 112 Call Center service under Article 3 of the Samarinda City Mayor's Regulation No. 52 of 2019 include:

1) Optimizing services to the community for handling emergency situations;
2) Integrating all complaint and emergency information services (emergency) from PD/UPT, government agencies, and other related institutions into the Samarinda Siaga 112 Service and Panic Button system;
3) Facilitating community access to and receipt of emergency services;
4) Simplifying the public's ability to remember the emergency call number;
5) Easing the coordination of handling emergency situations with PD/UPT, government agencies, and other related institutions.

Each objective of the above service programs has been clearly formulated, making it understandable that the Mayor's Regulation No. 52 of 2019 aims to provide good and timely service to those in need of assistance. The measure of success for the above policy program is when the 112 Call Center can perform tasks and responsibilities according to the objectives of the above Mayor's Regulation.

Based on an interview with the Head of the Department of Communication and Informatics of Samarinda City, Dr. Aji Syarif Hidayatullah, S. Sos, M. Psi, the 112 service was introduced to address the public's confusion in seeking help during emergencies. The Mayor's Regulation explains that the presence of this service is to assist the public without a specific target for its quantity, as its purpose is to serve those in emergency situations. Therefore, the main benchmark for the effectiveness of the 112 service is the ability to respond to and handle emergency calls quickly and accurately. Individuals experiencing emergencies are expected to promptly receive the assistance they need. The 112 service program in Samarinda, led by the Department of Communication and Informatics, particularly the Public Information Division, was created to tackle emergency issues faced by the community.

The success of this program is also influenced by cooperation among relevant agencies, such as the police, fire department, ambulance services, and the Regional Disaster Management Agency (BPBD). The collaboration between these agencies is a crucial factor in the success of the 112 service program. This shows that the target achievement indicator not only measures the achievement of targets but also includes the effectiveness of collaboration and overall program implementation. As previously mentioned, the effectiveness of the 112 services in Musi Banyuasin Regency can be measured through precise target achievement. In this context, target achievement is defined as the extent to which the 112 services can meet the community's needs for quick and efficient emergency assistance.

Based on the research conducted, the program implementers in this case, particularly the Department of Communication and Informatics, within the Applications and E-Government Division, are the authoritative entities handling and actualizing the program to ensure its smooth operation. Thus, referring back to Tangkilisan (2005), the study on the implementation of the 112 Call Center service in Samarinda City shows that the staff has established good cooperative relationships with the relevant agencies, which supports the success of the 112 Call Center Service program.

b. Adaptability

Implementing innovations requires support from the adaptability variable. The success of an organization is seen in how well it can adjust to possibly unplanned conditions. This capability can be observed in the readiness of the organization, both in terms of the skills and knowledge of its members and the completeness of the facilities and infrastructure that support the organization's activities in achieving its goals. It is shown that adaptability for both employees and the public is crucial as it is a supporting variable in operating the 112 Call Center service.

In relation to the adaptability of the employees of the 112 Call Center service, as service implementers, they are authorized to take direct action in the field. Employees coordinate directly with partners working with the Department of Communication and Informatics, and there has also been socialization to the public to introduce this 112 service. Regarding the adaptability of the Department of Communication and Informatics, the Mayor's Regulation explains the services provided to the public according to Chapter IV, Type of Services, Article 7 about the types of services for Samarinda Siaga and panic button, which include:

1) Emergency ambulance service requests;

2) Firefighting operations;
3) Handling of accident incidents;
4) Handling criminal acts such as murder, robbery with violence, domestic violence, and other criminal offenses;
5) Handling of terrorism incidents;
6) Handling of fallen trees with victims or disrupting community activities;
7) Handling of wild or venomous animals;
8) Handling incidents related to disasters; and
9) Handling of drugs and similar substances.

This adaptability refers to the agility of the organization in adjusting to unexpected situations and modifying strategies to achieve its goals. In the context of the 112 service in Samarinda, adaptability is key to addressing two gaps:

1) Gap in Adaptability Between Employees and the Community
   Based on an interview with Dadi Sutrisno S. Kom, a staff member in the Applications and E-Government Services Division of Samarinda, the employees or officers of the Department of Communication and Informatics demonstrate good adaptability, evident from their use of the equipment and the 112 service application. He also mentioned that all employees are knowledgeable about IT and that for the 112 service, data is centralized at DISKOMINFO Samarinda with four call takers and one dispatcher who is responsible for logging incoming reports and deciding on the confirmation of the reporter's needs. This shows their readiness to handle calls and provide assistance. On the other hand, the community's adaptation to the 112 services still needs to be enhanced. Many people are not yet familiar with this service and do not utilize it in emergencies.
2) Gap in Internal and External Adaptation
   Internal Adaptation involves the staff of the Communication and Informatics Office, particularly in the Applications and E-Government Services division, who are accustomed to the applications and features of the 112 service. This indicates that internal adaptation is functioning well. External adaptation, which is the community's adaptation to the 112 services, still needs to be intensified or optimized through continual socialization and education to raise awareness about using the emergency call service when needed.

Based on the research conducted, the program implementers in this case are the Department of Communication and Informatics, particularly the Applications and E-Government Division, as the authority responsible for managing and realizing the program to ensure its smooth operation. The employees have become accustomed to the applications and features of the 112 service program.

According to Tangkilisan (2005), the study on the emergency call or 112 Call Center Service program in Samarinda City shows that the Department of Communication and Informatics, especially the Applications and E-Government Division, effectively manages and realizes the program. The employees are adept at using the program's applications and features and are quick and responsive in handling calls and providing assistance. To address the adaptation gap and enhance the effectiveness of the 112 services, several measures can be implemented, such as intensifying socialization and education efforts through more vigorous campaigns to raise public awareness about the 112 services and their usage. The Department of Communication and Informatics could also utilize social media to reach the community more broadly and effectively.

c. Job Satisfaction

Tangkilisan (2005) explains that job satisfaction within a service can be measured by looking at the satisfaction of the employees. Job satisfaction is a crucial factor in enhancing the enthusiasm and effectiveness of employees, especially those working at the 112 Call Center service, who play a significant role in serving the community. It refers to a condition perceived by all members of the organization that provides comfort and motivation for improving organizational performance. The focus of this element is the alignment between the job and the corresponding rewards or incentives, or the provision of rewards for organizational members who perform excellently and exceed their workloads.

This shows that job satisfaction is very important for employees as it is a supportive variable in operating the 112 Call Center service. Therefore, this should be considered by the Department of Communication and Informatics in Samarinda City to provide additional allowances or incentives to outstanding call center 112 employees. Although the facilities and infrastructure provided by the Department of Communication and Informatics in Samarinda City are already sufficient to support the employees' work, such as comfortable workplaces, adequate work equipment, computers, and IT devices, the provision of incentives as a form of appreciation for good performance should also be considered.

Based on the research conducted, employees have received adequate facilities from the infrastructure to support their work in serving the public. Additionally, the Department of Communication and Informatics in Samarinda City continuously strives to improve facilities by renovating rooms for employees at the 112 service. According to the Mayor's Regulation No. 52 of 2019, Article 9 paragraph 2, the facilities mentioned include:

1) Location;
2) Work equipment;
3) Computers/laptops; and
4) Devices with information systems and technology (IT).

Accordingly, drawing from Tangkilisan's (2005) research, job satisfaction tends to be high when employees are provided with adequate facilities and comprehensive infrastructure. This has been achieved at the Department of Communication and Informatics in Samarinda City. The research also indicates that other factors should be considered, such as a positive work environment and open communication. By combining these factors, the Department of Communication and Informatics in Samarinda City can create a comfortable and conducive work environment for the 112 call center employees to deliver the best service to the public.

Thus, enhancing job satisfaction at the 112 call center service involves not only providing adequate physical facilities but also recognizing good performance through incentives and creating a supportive and positive work environment. This will contribute to boosting the morale and effectiveness of the employees in providing quality service to the community.

d. Responsibility

Tangkilisan (2005) explains that responsibility in a service can be measured by observing how an organization fulfills the mandates it has assumed in accordance with pre-established criteria, and how it addresses and resolves issues related to its tasks. It is shown that responsibility is very important for employees as it is a supporting variable in operating the 112 Call Center service. Responsibility is one of the main pillars in measuring the effectiveness of the 112 Call Center service. This indicator reflects the commitment and earnestness of the employees in performing their duties and

responsibilities to provide quick, accurate, and high-quality assistance to the public in emergency situations.

Based on the research conducted at the Department of Communication and Informatics in Samarinda City, it is evident that employees are accountable for following established procedures and protocols. Each emergency call must be handled quickly and accurately according to the standard operating procedures (SOP). Responsible employees not only adhere to the SOPs but are also proactive in seeking the best solutions for each emergency situation encountered. Employees are also accountable for their work as they are capable of serving the public in emergencies 24 hours a day. This demonstrates that the employees in the 112 service comply with the Mayor's Regulation No. 52 of 2019, Article 12, paragraph 1, which states, “PD/UPT government agencies and other related institutions receiving phone transfers (dispatch) from the Samarinda Siaga 112 and Panic Button service must inform about the operator available/on duty 24 hours a day.”

Therefore, referring back to Tangkilisan (2005), research at the Department of Communication and Informatics in Samarinda City indicates that employees have been responsible as expected or have performed well. Employees have also coordinated with relevant parties, such as the police, fire department, and medical services, which is part of the responsibilities of the 112 call center employees. They have also been responsible for ensuring that the information provided to these parties is accurate and complete, as well as monitoring the progress of emergency management until resolution. This effective coordination is crucial to ensure a quick and effective response to each emergency call. To support this responsibility, the Department of Communication and Informatics in Samarinda City provides various facilities and resources needed. From advanced communication devices and integrated information systems to regular training for employees. With this support, employees are expected to perform their duties better and more responsibly.

CONCLUSION

Based on the research and discussion of the effectiveness of the Emergency Program 112 in Based on the research and discussion on the effectiveness of the 112 Emergency Program in Disaster Management, it is evident that the management concept of the 112 Call Center System is quite effective in reducing the risks and discomfort faced by the residents of Samarinda. This effectiveness is due to the 112 Call Center service program proving beneficial in mitigating the impact of disasters on the population in Samarinda. The 112 Call Center service enables the general public to quickly connect with the relevant authorities during crises, such as miscarriages in advanced age, losses, illnesses, and other related situations. However, field results indicate some areas that are not meeting expectations. For instance, interviews revealed that some people use the 112 service to prank the operators.

With its rapid response and effective coordination between the 112 Call Center and various stakeholders, this service has facilitated swift handling and provided the necessary assistance to the community. Although there is room for improvement in terms of efficiency and operator training, the 112 Call Center service in Samarinda City has significantly enhanced the safety and quality of life for its residents. It is recommended that continuous socialization and guidance be provided to educate the public about the function of the 112 Call Center. The Department of Communication and Informatics in Samarinda City is advised to choose more accessible media, such as social media, for these efforts.

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