



## Organizational Communication at the Tanjung Batu Village Office, Ogan Ilir Regency in Improving Public Services

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### ABSTRACT

This research highlights the urgency of improving the quality of public services at the Tanjung Batu Village Office, where there are still communication gaps, limited coordination, and unclear information flows that affect service performance. This research aims to examine how organizational communication is applied and how its role is in improving public services. The main questions of the research focus on the communication patterns that take place and their contribution to service improvement. Using a qualitative approach and case study design, data was collected through observation, in-depth interviews with staff, village heads, and the community, and documentation. Data analysis is carried out through reduction, presentation, and conclusion drawn. The results of the study show that communication occurs vertically, horizontally, and diagonally, but is still constrained by weak feedback systems, inconsistent coordination, and lack of use of digital information media. The improvements found include simplifying procedures, improving employee coordination, and increasing responsiveness to community needs. These findings confirm that effective organizational communication improves reliability, transparency, and responsiveness in public services.

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## INTRODUCTION

Organizational communication is very important to create harmony and smooth tasks and work of an organization, such as in the Tanjung Batu District sub-district office. Organizational communication plays a crucial role in improving public services at the Tanjung Batu Village Office, Ogan Ilir Regency. In this context, communication is not only a means of conveying information, but also a bridge between employees and the community (Abdullah, 2025).

Nationally, the issue of the quality of public services at the sub-district/sub-district level is a serious challenge. For example, several results of the Community Satisfaction Index (IKM) research at village offices in other regions show that the level of community satisfaction is still in the "Dissatisfied" category with a significant percentage, for example, reaching 67% of respondents. The lowest indicators in SMEs are often related to the aspects of clarity, infrastructure, and implementation behavior of all aspects that are greatly influenced by the quality of internal and external organizational communication (Qomaini & Dharmawan, 2022).

At the Tanjung Batu Village Office, a similar situation is suspected to have occurred. Many residents expect all affairs to be processed quickly and efficiently. However, when these expectations are not met, people often face obstacles that trigger frustration and excessive complaints ("toxic"). This shows that the communication pattern at the Tanjung Batu Village Office needs to be improved to be more effective, responsive, and empathetic, especially in dealing with community complaints.

In addition, the information gap between employees and the public is a serious problem. Lack of effective communication can lead to confusion among employees and public dissatisfaction with services. This condition shows that the communication pattern at the Tanjung Batu Village Office needs to be improved to be more effective and responsive.

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In carrying out their duties and responsibilities, village employees in particular are expected to have an attitude of determination, enthusiasm, and a mental attitude of obedience to carry out their duties in serving the community well, it is natural that the services provided by village employees are expected to be carried out optimally so that they can be felt by the community, but in reality the services provided by the village to the community are still not optimal.

Service to the community is one of the important tasks that must be carried out by every government institution. People are now increasingly aware of their rights and hope to get fast, friendly, and clear services. This makes government agencies need to continue to improve their way of working in order to meet these expectations (Erlianti, 2019).

One of the important things that affects whether or not the service is good or not is communication within the organization. If communication between employees runs smoothly, then work can be done faster and more precisely. Orders or information from superiors can be immediately understood by subordinates, and vice versa. Good communication will make services to the community more organized and not confusing.

Although organizational communication has an important role in improving public services, in reality at the Tanjung Batu Village Office, Ogan Ilir Regency, there are still several communication problems that have an impact on the decline in the quality of public services. First, the vertical communication pattern between the village head and staff is still one-way, so instructions are often not accompanied by clear feedback. As a result, there is a misinterpretation of work orders and delays in the implementation of services to the community. Second, horizontal communication between employees has not run optimally due to the absence of a regular coordination forum. This condition causes a lack of synchronization between service areas and increases the risk of errors in the administrative process.

Third, external communication with the community is also not effective. Information about service procedures, administrative costs, and service completion time is often not conveyed transparently, causing confusion and complaints from the public. In addition, the lack of use of communication technology (such as official social media or digital service systems) makes the process of delivering public information slow. People who need fast services must come directly to the office, which actually increases the workload of employees and lengthens the service queue.

Based on these conditions, it becomes clear that organizational communication holds the key to meeting the five dimensions of service quality (Responsiveness, Reliability, Assurance, Attention, and Physical Ability). This study aims to examine and describe in depth how organizational communication patterns and processes in the Tanjung Batu Village Office function, and how it plays a key variable in improving the quality of public services in the midst of the challenge of high public expectations.

Thus, building easily accessible communication channels, such as a hotline or app, can be an effective solution to bridge the relationship between employees and the community. In addition, holding a regular dialogue forum can provide an opportunity for the community to submit complaints and get direct explanations from the village. Through this approach, it is hoped that better communication can be established between employees and the community, create a more positive atmosphere, and increase satisfaction with public services. All of these steps aim to ensure that services at the Tanjung Batu Village Office can run well, despite facing challenges from various community behaviors (Daeli et al., 2024).

## RESEARCH METHODOLOGY

This research uses a qualitative approach, with the method of case study research and data analysis to understand the case being researched in depth and comprehensively. By exploring various aspects related to the case (Assyakurrohim et al., 2023), data analysis aims to provide systematic guidance for qualitative research in conducting in-depth and comprehensive data analysis, so as to understand the meaning of the social phenomena being studied.

## RESULTS AND DISCUSSION

### **This study concludes that organizational communication has a central role in improving public services in Tanjung Batu Village.**

Initial obstacles such as coordination between sections that are not optimal, manual reporting that slows down the flow of information, and slow handling of complaints cause services to be less efficient and often cause confusion in the community. To overcome these conditions, the village has made various improvement efforts, including digitizing reporting and complaints, strengthening coordination through regular meetings and internal communication groups, and implementing an early response mechanism in handling residents' complaints.

The village also improves service consistency through morning briefings, standardization of SOPs, and the provision of information on service requirements in a more transparent manner. These efforts have resulted in significant improvements in service quality, characterized by more stable waiting times, better clarity of information, faster handling of complaints, and increased administrative accuracy.

In addition, the division of service schedules and the diversification of information media have helped reduce long queues and overcome unequal access to information in the community. Overall, Tanjung Batu Village has succeeded in improving the quality of its services through strengthening internal communication, using simple technology, and increasing employee readiness and responsiveness, so that public services become more effective, transparent, and satisfying for the community.

This study concludes that the improvement of public services in Tanjung Batu Village is greatly influenced by the improvement of information flow and responsiveness of village staff. Initially, the flow of information was slow due to manual reporting, inuniform instructions, and unstructured coordination between units, resulting in slow service and inconsistency of information to the community. Through strengthening internal communication, especially with the use of official communication groups, morning briefings, and clarity of instructions from leaders, the flow of information is now faster, synchronous, and easier to understand for all employees.

Staff responsiveness also increased after implementing performance monitoring, feedback mechanisms, and coordination of readiness between units when service requests increased. Staff can respond to community needs more quickly and accurately, including in services that require cross-sectional verification. The improvements produced in the second subchapter include accelerating the flow of information, stable service waiting times, reducing administrative errors, increasing employee accountability, and forming a more proactive work culture. Overall, these changes make public services in Tanjung Batu Village clearer, more responsive, and satisfying for the community.

## CONCLUSION

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## ADVICE

Theoretically, this study strengthens the concept that internal and interpersonal communication has a direct effect on public accountability and satisfaction in public services. Practically, the findings of the research contribute to the development of service strategies at the village level that are more inclusive, adaptive, and responsive to the needs of the community, especially through optimizing inter-sectional coordination and diversifying information channels.

However, this study has limitations, namely the scope of the study that only focuses on one village and the dependence on interview data so that the potential subjectivity of respondents is still possible. Therefore, further research is suggested to expand the research object to several villages, or explore the effectiveness of

service digitization in more depth in order to provide a more comprehensive understanding of organizational communication practices in improving public services.

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