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Strengthening Public Service Ethics in AI Era: An Indonesian Perspective

Anida Sri Rahayu Mastur^{1*}, Imma Yedida Ardi², Wisnu Widayat³, Agung Setiawan⁴

¹Politeknik Pengayoman Indonesia, Depok, Indonesia, anidasrirahayumastur@gmail.com

²Politeknik Pengayoman Indonesia, Depok, Indonesia, immayedidaardi@gmail.com

³Politeknik Pengayoman Indonesia, Depok, Indonesia, wisnu_im@yahoo.com

⁴Politeknik Pengayoman Indonesia, Depok, Indonesia, setiawanagung573@gmail.com

*Corresponding Author: anidasrirahayumastur@gmail.com¹

Abstract: Digital transformation in public services, particularly through the use of artificial intelligence (AI), has the potential to significantly improve efficiency and the quality of services provided. While AI offers opportunities to accelerate processes, ethical concerns remain central, particularly with regard to fairness, privacy, supervision and accountability. This study uses the application of ethical principles in AI-based public service delivery at the Immigration Office of Kelas I Khusus TPI Semarang as a case study. Adopting a descriptive qualitative approach, the study explores how Indonesian public service officers embody principles such as honesty, trustworthiness, respect for individuals, protection of life, and justice within the framework of AI-assisted passport services. The findings reveal that, although AI has improved efficiency, challenges remain in ensuring equitable access to AI tools among employees, safeguarding personal data and maintaining transparent oversight. Stakeholder involvement and tiered supervision procedures are also crucial for sustaining accountability. Moreover, enhancing human resource preparedness and digital infrastructure is essential to ensure the equitable distribution of AI benefits across all levels of public service. This research provides valuable insights into strengthening the ethical foundations of AI implementation within the public sector, proposing strategic measures to enhance fairness and transparency in Indonesian public service delivery.

Keywords: Artificial intelligence, public service, ethics, fairness, supervision, transparency, digitalisation of services.

INTRODUCTION

The development of artificial intelligence (AI) marks a new phase of transformation in public administration. This technology has the potential to revolutionise the way governments deliver services to the public. As a computational system that mimics human cognitive abilities for analytics and decision-making, AI can automate routine tasks, speed up service processes and minimise physical interaction between officials and the public. In public administration,

adopting AI is not just a technological update; it is a deliberate process tailored to the social context to generate optimal public value (Mehr, 2017, cited in Muttaqin et al., 2023).

Numerous global studies demonstrate the significant positive impact of AI adoption in the public sector, including increased process efficiency, cost savings, and improved decision-making quality and accuracy (Pencheva, Esteve & Mikhaylov, 2018). Common AI implementations can be seen in automated customer service, big data analytics for policy formulation, crime detection, intelligent transport management and AI-assisted clinical diagnostics. Pencheva et al. (2018) and Bullock et al. (2020) assert that information technology and AI have transformed administrative practices and bureaucratic structures, with increasing automation in various aspects of public services. However, governments also face major challenges in managing the speed and scope of this socio-technical transition, mitigating new risks, and ensuring that governance maximises benefits and minimises negative impacts (Taeihagh, 2021).

International studies on the adoption of AI reveal that countries have different levels of readiness and governance frameworks. For example, Estonia has implemented AI in three key areas: customer service automation, network analytics for detecting tax fraud, and border surveillance using computer vision and X-ray-based risk screening. Meanwhile, Singapore's ASTAR–EVYD Joint Laboratory for AI for Population Health has developed a data-driven innovation ecosystem employing a federated learning model that enables cross-institutional training and testing while ensuring stringent privacy protection. Together, these models highlight that successfully implementing AI in the public sector requires robust data governance structures and well-established ethical standards (A*STAR & EVYD Technology, 2024; Künnapas et al., 2025).

In contrast, despite ongoing efforts to advance digital transformation and improve digital literacy across government institutions, Indonesia remains less prepared for AI adoption than other ASEAN countries. It ranked fifth in the region and 57th globally out of 194 countries in 2020, with only modest improvement observed in 2021 (Alkadafi & Susanti, 2023). The major barriers to AI adoption in Indonesia include the high costs of hardware and software infrastructure, and uneven human resource readiness. As Supriyadi and Asih (2021) note, effective digital transformation requires technical expertise in areas such as machine learning and data engineering, as well as soft skills encompassing change management and ethical reasoning.

Since the onset of the pandemic, both central and local governments have promoted digital adoption through various initiatives, including the enactment of Law No. 20/2023 on the State Civil Apparatus, which emphasises a digital by design bureaucracy. Nevertheless, significant challenges remain, particularly in meeting citizens' growing expectations for fast, reliable and personalised services, which often exceed the government's capacity to provide equitable, ethical and interoperable digital solutions.

One notable example of digital innovation in Indonesia's public service delivery is the M-Paspor application, which was designed to streamline the passport issuance process by enabling users to register online, upload documents, schedule appointments, and make payments. The application has demonstrably improved service efficiency and reduced queues at immigration offices. However, several issues have arisen during its implementation. These include inconsistencies in the 'paperless' policy, whereby applicants are still required to submit physical copies despite digital uploads, and interface ambiguities that create procedural uncertainty. Furthermore, complaints from citizens regarding staff conduct and adherence to standard operating procedures (SOPs) reveal ongoing gaps in governance, competency and ethical compliance among front-line service officers.



Source: Google review of Immigration Office of Kelas I Khusus TPI Semarang
Figure 1. Passport applicant review

These observations highlight that while digital technologies promise greater efficiency and accessibility, the success of digital transformation in the public sector depends critically on reengineering service processes, building the capacity of civil servants, and consistently enforcing ethical standards in service delivery. Although there has been a rapid growth in global literature on AI in the public sector, there is still a lack of contextual evidence linking ethical principles to tangible service outcomes such as accessibility, queue fairness, user experience and transaction costs. In the Indonesian context, it is crucial to develop operational models that integrate ethical principles into daily administrative practices, including SOPs, performance indicators, and grievance mechanisms that address digital disparities across regions and vulnerable populations. Accordingly, this study aims to fill the existing literature gap concerning ethical implementation in AI-driven public services in Indonesia, focusing on the Immigration Office of Kelas I Khusus TPI Semarang as a case study.

Grounded in this need, the research titled “Strengthening Public Service Ethics in the AI Era: An Indonesian Perspective” contributes by examining how ethical principles are interpreted and operationalized by public service officers in the context of AI utilization within Indonesia’s immigration services

METHOD

This study employed a qualitative descriptive approach to explore the ethical dimensions of AI-driven public service delivery at the Immigration Office of Kelas I Khusus TPI Semarang. In line with the definition proposed by Philipsen and Vernooij-Dassen (2007, cited in Busetto et al., 2020), qualitative research focuses on understanding the nature, context and subjective meaning of phenomena, rather than quantifying cause and effect relationships. This approach is particularly relevant for examining how public service officers interpret and apply ethical principles in their daily work within an evolving technological bureaucratic environment.

The research was conducted at the Immigration Office on Jalan Siliwangi No. 514 in Semarang, a frontline unit responsible for passport issuance. This site was purposefully selected as it is a key location where citizens interact directly with government officials, making it a suitable place to study how ethical values are embedded in the provision of public

services. Data were collected through semi-structured interviews, direct observations and document analysis. Semi-structured interviews were conducted with immigration officers at various hierarchical levels, from operational staff to senior administrators, as well as with service users. The questions were open-ended and guided by an interview framework developed from prior literature and preliminary observation to allow participants to express their views freely. This format facilitated exploration of personal perceptions, professional judgement and ethical reasoning in real work situations while allowing flexibility to pursue emerging themes during the interview process.

In addition to interviews, non-participant observations were conducted to capture genuine interactions between officers and applicants within the service environment. This observation focused on behavioural patterns, procedural compliance and informal conversations that might reflect ethical dilemmas or implicit organisational norms. This method enabled the researcher to verify the consistent practice of ethical standards and to identify contextual factors influencing staff behaviour. Furthermore, document analysis was employed as a complementary data source. The reviewed materials included institutional reports, operational manuals, service policies and public communications. These documents provided secondary evidence that helped to validate and enrich the data obtained from the interviews and observations, particularly with regard to understanding the formal procedures and the organisation's commitment to ethical governance.

All qualitative data were analysed using the interactive analysis model developed by Miles and Huberman (as cited in Zulfirman, 2022 cited in Mastur et al. 2025). This involved three interrelated stages: data reduction, data display and drawing conclusions. During the first stage, the researcher selected, categorised and condensed relevant information from field notes, transcripts and documents. The organised data were then displayed in thematic matrices and descriptive narratives to facilitate interpretation. Finally, patterns and relationships among themes were examined to draw verified conclusions, ensuring consistency with the empirical evidence collected throughout the research process.

To ensure the credibility and reliability of the findings, the study employed a triangulation strategy incorporating sources, techniques, and time. Source triangulation involved comparing perspectives from officers, users, and institutional documents. Technique triangulation involved validating the results obtained through interviews, observations and document analysis. Time triangulation involved conducting multiple data collection sessions at different intervals to assess response stability. These triangulated measures strengthened the analytical rigour of the study and minimised potential researcher bias, thereby enhancing the trustworthiness of the findings.

RESULTS AND DISCUSSION

Ethic in Public Service

Etymologically, “ethics” derives from the Greek word *ethos*, meaning habits, customs, morals, character, feelings, attitudes, and ways of thinking. In everyday usage, “ethos” is often linked to attitudes and ways of thinking, such as work ethics. K. Bertens (as cited in Ngorang as cited in Mastur et al. 2025) state ethics can be defined as: (1) values and moral norms guiding individuals or groups in regulating their behavior, such as religious norms for followers or customary norms for community groups; (2) a set of principles held by a profession, such as journalistic ethics, medical ethics, or civil servant ethics (akin to codes of conduct); (3) the study of good and bad actions.

Based on these definitions, ethics does not merely concern politeness or etiquette but serves as a guideline regulating individual or societal behavior. Based on the perspectives regarding ethics, it can be understood that public service ethics refers to the guidelines or principles derived from values or norms upheld by public servants in their efforts to meet the

needs of society. This aligns with the opinion of Budiman et al. (as cited in Mastur et al. 2025), who stated that in the realm of public service, ethics is defined as a philosophy or ethical value and is regarded as something that must be adhered to by public service providers. Ethics is defined as a code of conduct or rules of proper behavior that must be respected by public service providers. The ASPA Code of Ethics approved in 2013 adds the requirement to “strengthen social equity” (American Society for Public Administration, 2013). Denhardt (cited in Svara, 2022) argues that certain principles are widely accepted in western society, including the following; Truth telling, Promise keeping, The sanctity of the individual, The sanctity of life and Justice.

Artificial Intelligence Ethics in Public Service

In recent years, the integration of Artificial Intelligence (AI) into public service systems has raised important ethical considerations, particularly with regard to the responsibilities and ethical principles upheld by public service officers. As Luger (2009) outlined in Muttaqin et al. (2023), AI refers to the capacity of machines or computer systems to emulate or demonstrate human-like intelligence. This definition involves several core capabilities, including the ability to gather information, comprehend context, perform analyses, make decisions, and learn from experiences in order to manage complex tasks. However, the rapid adoption of AI in public services necessitates a critical evaluation of how ethical standards are maintained in its implementation.

According to Moros (2015), cited in Muttaqin et al. (2023), there are several key ethical standards that need to be considered when using AI in public service delivery, including fairness, privacy and data security, stakeholder engagement, oversight and audit, and social responsibility. These considerations are especially significant in the context of Indonesia’s public service sector, where the adoption of AI is becoming more prominent. In this regard, it is essential to explore how public service officers in Indonesia navigate the ethical principles of truth-telling, promise-keeping, the sanctity of the individual, the sanctity of life, and justice in the evolving landscape shaped by AI.

This study seeks to answer the research question: *How do public service officers in Indonesia uphold ethical principles such as truth-telling, promise-keeping, the sanctity of the individual, the sanctity of life, and justice in the era of AI?* The primary aim of this research is to examine how these fundamental ethical principles are applied by public service officers within the context of AI-driven service delivery, focusing not only on the external delivery of services but also on the internal behavior and practices within public institutions.

The implementation of AI within public services presents a unique set of ethical challenges. While AI has the potential to significantly enhance operational efficiency and decision-making processes, it also gives rise to complex ethical dilemmas. These challenges include ensuring transparency (truth-telling), maintaining accountability (promise-keeping), protecting data privacy (sanctity of the individual), safeguarding the safety and well-being of citizens (sanctity of life), and ensuring fairness in access to services (justice). These principles are integral to public administration and require careful consideration in the face of AI’s pervasive influence. By analyzing the ethical practices of public service officers in Indonesia, this study will explore how AI impacts the ability to uphold these key ethical standards. It will investigate the extent to which public service officers can preserve truth-telling, promise-keeping, individual rights, life sanctity, and justice while balancing the demands of increasingly automated and AI-enhanced systems. Ultimately, this research aims to offer a deeper understanding of the ways in which AI transforms the ethical landscape of public administration in Indonesia. Through this investigation, the study seeks to identify both the strengths and limitations of current governance structures, proposing strategies to strengthen the ethical foundation of public service delivery in an AI-driven era. The findings will

contribute to the broader discourse on AI ethics, providing valuable insights into how public service officers can navigate these ethical challenges while ensuring equitable, transparent, and responsible governance.

1. Justice

According to Moros in Muttaqin et al. (2023), the principle of justice in the ethical use of AI in public services means that AI can be used by anyone, regardless of their job, age or gender. The use of AI technology in public services has a significant impact on people's lives. As computers with the ability to mimic human behaviour in data analysis and decision-making, AI can solve problems without direct human interaction. In the context of the Immigration Office of Kelas I Khusus TPI Semarang, AI usage is still limited, as although AI can be accessed by all employees, only a few divisions can utilise it for their work. This is not because access to AI is unfair or unequal, but because not all divisions can use AI in their work. In Immigration Office of Kelas I Khusus TPI Semarang, AI features can only be used for certain types of work. AI should be used fairly and equitably for all people. This requires reducing bias or unintentional prejudice in the design and deployment of AI systems. It is crucial to ensure that system evaluations do not rely on variables that could exacerbate existing social and economic injustices (Muttaqin et al., 2023).

Based on an interview with Marisa Efrilia, Head of the Travel Document Division, it was found that AI usage at the Immigration Office of Kelas I Khusus TPI Semarang is only possible for back office employees, as the computers in the front office service division cannot access the internet. Ms Marisa Efrilia added that the back office uses AI, i.e. ChatGPT, to create report outlines, e.g. for travel reports or reports on activities carried out using ChatGPT, while the back office creates the report content. Meanwhile, in the Information and Communication Technology Division of Immigration, it was found through an interview with Muhammad Malik, a member of the division, that the Immigration Office of Kelas I Khusus TPI Semarang is not currently using AI in its WhatsApp chatbot, but is still using keywords. According to Al Jupri and Fasa (2025), chatbots powered by AI can provide quick responses, effective solutions, and a satisfying user experience. Customers will trust that using an AI-powered chatbot will yield positive results, such as increased efficiency and convenience in communication with the service.

The Seksi Teknologi Informasi Keimigrasian at the Immigration Office of Kelas I Khusus TPI Semarang uses AI to generate ideas for social media content, using ChatGPT for this purpose. Meanwhile, video shoots are carried out directly with actors. Meanwhile, posters are created in-house using Canva or by sharing posters containing information from the Directorate General of Immigration. According to Moros (2015), the use of AI technology in public services offers several benefits, including the potential to increase efficiency, improve service quality, and provide greater benefits to society (Muttaqin et al., 2023). The limited use of AI at the Immigration Office of Kelas I Khusus TPI Semarang is a cause for concern, as AI is a technology that can simplify tasks, including public services.

The principle of justice in the use of AI is consistent with the principles of justice in public service ethics. The principle of justice in public service ethics demands that society be treated equally, regardless of social, economic, or other background. This is consistent with the ethical principle of AI usage, whereby AI should be accessible to all employees regardless of their social, economic, or status background. In public services, justice is an important indicator that supports the moral and social legitimacy of an institution. If this principle is consistently upheld, public trust will grow in the ability of the immigration office to represent the government neutrally and objectively. On the other hand, discriminatory practices will damage the organisation's reputation and cause public discontent. This is consistent with Akhyar's (2022) findings, which emphasise the

importance of public service ethics in creating equal treatment for all applicants in immigration settings. Bisri & Asmoro (2019) even add that the principle of justice in public service acts as a 'moral bulwark' for the bureaucracy to prevent it from engaging in practices that harm society. This framework of justice is relevant when public organisations begin to adopt artificial intelligence (AI) technology. According to Moros (2015) in Muttaqin et al. (2023), the principle of justice in the ethics of AI usage in public services requires that this technology be accessible to anyone regardless of their job, age, or gender. Since AI is a computing system that imitates human data analysis and decision-making, and has the potential to affect the lives of many people, the design, implementation, and governance of AI systems must not reinforce existing biases or injustices. In other words, the principle of justice in public service must be translated into the principle of justice in the AI life cycle: from access and user competence to the impact of the decisions made (Muttaqin et al., 2023).

In the context of the Immigration Office of Kelas I Khusus TPI Semarang rang, the use of AI is currently limited. In principle, access to AI is available to employees; however, only certain divisions can utilise it due to the differing nature of their work. This limitation is not due to unfair access, but because not all tasks require or are relevant to AI support. Therefore, the principle of justice in public service ethics corresponds directly with the principle of justice in AI governance. Ideally, AI should be utilised by all employees, regardless of their social, economic, or status background, provided it is relevant to their job function and they have the necessary skills. This fair practice will maintain the institution's moral and social legitimacy, the public will see that technological innovation is being implemented without compromising the principles of neutrality, objectivity, and equal treatment, as emphasised by Bisri & Asmoro (2019).

2. Privacy and data security

All data, whether owned by individuals or organisations, must be highly secure. The use of AI in public services must consider privacy and data security. Personal data used in AI systems must be well maintained, with adequate steps taken to prevent unauthorised access or misuse (Muttaqin et al., 2023). According to an interview with Muhammad Malik, the Head of the Information and Communication Technology Division at the Immigration Office, when using AI features in their work, employees at the Immigration Office of Kelas I Khusus TPI Semarang use personal email addresses.

Email is an internet service for sending and receiving messages (Hidayat et al., 2023). Through email, users can send messages, images or data to their contacts or respond to letters addressed to them (Oetomo cited in Hidayat et al., 2023). Therefore, email can be summarised as a facility on the internet or in computer networks in offices, universities, etc. that can send and receive electronic letters, images or data in a non-synchronous (asynchronous communication mode) or non-real-time manner. Some of the benefits of email are: (1) it is effective for correspondence, (2) it is efficient for sending large quantities of documents, (3) it can be used for discussions, (4) it can be used to subscribe to periodic information, (5) it can be used to send job applications with supporting documents, including photos or images, (6) it can be used as an identity marker on the internet to access certain facilities or information, and (7) it can be used to store large quantities of letters and messages (Hidayat et al., 2023). Email plays a very important role in doing work. For this reason, many criminals want to use email to steal users' privacy or for other purposes. They primarily force users to receive spam by including it in emails they send. If users do not pay attention to the validity of these emails, they may click or download the specific software they have inserted, resulting in the loss of information. The threats to email that we need to be aware of include: (1) spamming, (2) scamming, (3) phishing, (4) malware propagation and (5) spoofing. Until now, there has been no specific legislation to protect

individuals from the various issues related to the misuse of personal data in the use of information technology (Hidayat et al., 2023). Therefore, data protection is needed for emails. This is because various problems have emerged alongside increased email usage.

The use of personal email accounts by employees at Immigration Office of Kelas I Khusus TPI Semarang is certainly very risky and has been known about by many people in Indonesia. A study by Hidayat et al. (2023) on the analysis of threats to personal data security on email shows that people are aware of the threats that can occur on email. However, many people still do not pay attention to the security of their personal data. To this day, many crimes are committed via email by misusing users' personal data. Therefore, efforts are needed to raise awareness of the importance of personal data and to increase knowledge of threats to email in order to avoid them.

In public service ethics, the principle of sanctity of life emphasises the state's obligation to protect the safety and welfare of its citizens. In the context of immigration services, travel and identity data, as well as biometric data, are not only administrative assets, but also pose safety risks when they fall into the wrong hands, for example through doxing, extortion, identity fraud and mobility tracking. Using personal email for work communication increases the likelihood and impact of data compromise due to its vulnerability to phishing, spoofing and malware propagation (Hidayat et al., 2023). It is important to note that employees who access ChatGPT via personal email do not handle applicant data, nor do they store service data on their devices. However, from a service ethics perspective, particularly with regard to keeping promises, work correspondence outside institutional channels still creates accountability gaps.

The research findings reveal a governance gap between the pursuit of productivity (using AI to support work) and the information security standards that should underpin public services. Accessing ChatGPT via personal email does not directly interfere with applicant data or store service data on employees' PCs. Nevertheless, practices outside institutional channels pose residual risks, including thin accountability and audit trails, increased exposure to phishing, spoofing and malware, and the potential exposure of operational information that, while seemingly insensitive, is strategic (Rumlus & Hartadi, cited in Hidayat et al., 2023). From a service ethics perspective, this condition is directly related to the fulfilment of promises of confidentiality to the public and the protection of the sanctity of life, because data security, including the operational context, is a prerequisite for trust and risk mitigation for applicants.

3. Stakeholder Involvement

According to Moros in Muttaqin et al. (2023), stakeholders such as the public, civil society groups, and the government should be involved in the development, implementation, and management of AI systems. This ensures that various perspectives are accommodated and that any complaints or issues that may arise are handled appropriately. The use of AI to create creative ideas for Instagram content involves the participation of stakeholders, in this case the public. An interview with Muhammad Malik, an officer in the Information and Communication Technology Division at the at Immigration Office of Kelas I Khusus TPI Semarang, confirmed that AI-generated content ideas have been well-received by the public. This is evidenced by the high number of likes and comments on each post published on the official Instagram page of the at Immigration Office of Kelas I Khusus TPI Semarang.



Source: Instagram Post of Immigration Office of Kelas I Khusus TPI Semarang

Figure 2. Content Instagram

One of the creative innovations developed with the assistance of ChatGPT utilizes a narrative framework that resonates with audiences, and which became a trend on the TikTok platform for a period of time: "*Sore: Wife from the Future*." In the version of the Reels content referenced, the title *Sore: Wife from the Future* is transformed into "*Maghrib: Wife from the Future*." The character "Maghrib" serves as a guide who arrives from the "future" to warn the audience about the potential risks of failure in their journey due to administrative neglect, and subsequently leads them through the steps of passport services in a concise, relevant, and sequential manner. The narrative begins swiftly with a warning scene, a dramatic hook that generates urgency, then transitions into the core explanation of the services. Toward the end, the character "Maghrib" closes with an optimistic message and a call to share, ensuring that the educational message extends beyond merely conveying information.

Digital transformation has played a crucial role in reshaping public participation paradigms, making society more active and engaged in decision-making processes and policy development. Digital platforms, such as social media, government websites, and mobile applications, have revolutionized the way the public interacts with governmental institutions (Mannayong et al., 2024). While direct public participation may not be evident in the process of drafting reports or creating content via ChatGPT, the public, as stakeholders, still indirectly contribute by providing feedback through their interactions with content on the social media channels of the Immigration Office of Kelas I Khusus TPI Semarang. For instance, when staff members seek ideas for creating prompts on ChatGPT to inspire content frameworks, the Information and Communication Technology staff at the Immigration Office use TikTok to track trends popular among the public. Digital transformation has opened doors for more active public participation in various aspects of life, including decision-making and policy formulation. One of the significant implications of this shift is the transition from one-way communication to a two-way interaction between the government, businesses, and society. This means that the public can now offer input, provide real-time feedback, and even collaborate in the decision-making process (Mannayong et al., 2024).

Stakeholder involvement in the use of AI at the at Immigration Office of Kelas I Khusus TPI Semarang is evident through the curation and co-creation of digital content that responds to public feedback on Instagram and the monitoring of TikTok trends. This practice aligns with the concept presented by Moros in Muttaqin et al. (2023), emphasizing the need for involvement from the public, civil society groups, and the government in the development, implementation, and management of AI systems to accommodate diverse perspectives. Ultimately, digital transformation also drives the shift from one-way communication to two-way interaction, allowing the public to not only be passive audiences but also to influence the communication agendas of public services (Mannayong

et al., 2024). This platform-based involvement strengthens the dimension of fairness, which is one of the core ethical principles in public service, specifically procedural fairness by providing space for the "voice" of citizens, increasing responsiveness, and complementing efforts toward objectivity through official digital systems (complaint channels and service information). Moreover, the public's involvement in the curation and co-creation of digital content is also closely related to the dimension of truth-telling, another key element of public service ethics. Public participation assists the Immigration Office in delivering immigration-related information accurately, clearly, and in a timely manner, while minimizing the risk of miscommunication. Feedback from citizens such as likes, comments, and trending topics, serves as validation for content before it is published, while official channels (e.g., Instagram and the website) ensure transparency and the real-time accuracy of service information, even in the case of system disruptions. This approach aligns with the directives of relevant officials to ensure that all rules, fees, and procedures are conveyed in an easily understandable manner.

Thus, honesty is not merely a slogan but is embodied in a clear and documented work cycle: receiving public input, processing and refining the content, publishing information, and providing clarifications when changes occur. This process enhances the credibility and moral legitimacy of the institution, as the public is not just a recipient of information, but actively influences the way content is presented and updated according to their needs. In summary, public involvement in content creation becomes an instrument for ensuring the honesty of information: delivering relevant, useful, and accountable materials about immigration services, without neglecting ethical principles, such as privacy protection and user consent for materials, while maintaining objectivity through moderation and adherence to official channels.

4. Oversight and Audit

Effective oversight and auditing procedures for AI systems in public services are essential. These procedures enable continuous monitoring of system choices, as well as the detection and resolution of issues that arise over time (Moros in Muttaqin et al., 2023). Before completing the process of drafting reports and content frameworks with the assistance of AI, specifically ChatGPT, an initial review is conducted. This step is crucial to ensure that the outputs generated by ChatGPT align with the writing objectives, are accurate in terms of content, and meet the expected needs and style of the content. As such, the responses generated by ChatGPT can be responsibly adopted into the final document.

According to Stoner and Wankel (Subardi in Glendoh, 2000), oversight means that managers work to ensure the organization is moving in the direction of its goals. If any part of the organization deviates from its intended path, managers must identify the cause and steer it back on track. In the context of content creation, managers are responsible for assessing the feasibility of report or content frameworks. As confirmed by an interview with Muhammad Malik, Officer of the Information and Communication Technology (ICT) Division at the Immigration Office of Kelas I Khusus TPI Semarang, the feasibility of content frameworks is evaluated by the Head of the ICT Division and subsequently approved by the Head of the Information and Communication Technology Department.

The process of assessing the feasibility of content frameworks is essential, given that the reach of social media is broader compared to offline communication. The Immigration Office of Kelas I Khusus TPI Semarang must ensure that every report or piece of content produced is accountable and does not mislead the public. Oversight is necessary to ensure that the output aligns with the initial plan and adheres to applicable rules and guidelines. Oversight at the Immigration Office of Kelas I Khusus TPI Semarang is conducted efficiently and responsibly, as evidenced by the infrequency of issues or errors in the content published on social media.

The application of tiered oversight and audit procedures for AI outputs at the Immigration Office of Kelas I Khusus TPI Semarang does not end with a superficial "check," but is built as an integral governance cycle from start to finish. Initially, employees draft reports or content frameworks with the assistance of AI (ChatGPT) to obtain structure, vocabulary variations, or visual ideas. These drafts cannot be published immediately; they are treated as working papers that must undergo ex-ante checking. The initial review encompasses three key aspects: (1) content accuracy (alignment with regulations, data, and internal processes), (2) alignment with writing objectives (whether the tone and message are consistent with the service mandate), and (3) compliance with service norms (ensuring the content is not misleading, discriminatory, or contains sensitive operational data). The results of the first check are briefly documented (e.g., in a digital signature sheet or archived comments) so that changes (versions) can be traced.

The next stage involves a tiered review process. In line with current practices, the Head of the ICT Division verifies the content, and if deemed appropriate, the draft is submitted to the Head of the Information and Communication Technology Department for final authorization. At this stage, the supervisor ensures that no operational information that may lead to errors is included. This oversight process directly reflects the dimension of promise-keeping: the institution's commitment to the public that the information published is accurate, secure, and compliant with regulations. The promise is no longer just a claim, but a procedure that can be audited, who checks what, when, and by what standards, giving the public strong reasons to trust the information. Simultaneously, this mechanism strengthens truth-telling, as every statement made to the public is cross-verified through multiple stages. Truth is not assumed but proven through cross-checking and confirmation. From the perspective of procedural fairness, the consistent, documented, and uniform evaluation process for all content reduces personal bias, ensures that every piece of material is treated by the same standards, and provides traceability in case of disputes over information.

The practical impact is reflected in the minimal incidence of errors in content on the office's official social media channels. This demonstrates that the designed control system is both preventive (preventing errors before they are published) and corrective (allowing for quick corrections when mistakes are identified). Ultimately, this governance model bridges the gap between innovation and accountability: AI is leveraged for creative efficiency, but publication decisions remain within clear ethical and procedural boundaries. In this way, the office fulfills its promise to provide informative and trustworthy services (promise-keeping), communicates truthfully and responsibly (truth-telling), and maintains procedural fairness through consistent review standards. This combination not only reduces the risk of errors and misunderstandings but also strengthens the moral legitimacy and public trust in immigration services.

5. Social Responsibility

Organizations or institutions that implement AI in public services must take responsibility for its impact on society. This requires careful consideration of the potential effects of adopting such technology, along with efforts to minimize negative outcomes while maximizing the benefits it can offer to the public. Public services require the development and application of AI technology in a responsible, equitable, and value-based manner. These principles help ensure that AI is used to enhance the quality of public services, decision-making processes, and interactions between the government and society (Turilli, 2007, in Muttaqin et al., 2023).

Based on an interview with Muhammad Malik, Officer of the Information and Communication Technology (ICT) Division at the Immigration Office of Kelas I Khusus TPI Semarang, it was revealed that after using AI features, specifically ChatGPT, several

benefits have been realized, including time efficiency in content and report creation. This efficiency is not only related to the time saved in formulating content ideas but also extends to resource savings, allowing content to be published more quickly.

Content published on social media is not immediately posted; it undergoes a series of oversight and evaluation processes to detect errors and issues early on. However, if inaccurate information is published, the responsible action taken by the ICT Division of the Immigration Office of Kelas I Khusus TPI Semarang is to take down the erroneous content. In addition to the responsibility for time and resource efficiency, and ensuring content accuracy, the ICT Division also ensures that content on social media is accessible to all groups, including vulnerable populations, the elderly, people with disabilities, and those with low digital literacy. As stated by Muhammad Malik, the Immigration Office ensures that each video content includes visual displays and subtitles so that it can be enjoyed by both those who can see and hear. This practice is designed to ensure that all segments of society can access the content equitably and fairly.

The implementation of AI at the Immigration Office of Kelas I Khusus TPI Semarang demonstrates that technological innovation can be aligned with ethical responsibility in the public sector. Field findings show tangible benefits, especially in terms of time efficiency and reduced workload for content and report creation after utilizing ChatGPT. However, this efficiency is not released into the public sphere without oversight; each AI-assisted draft is treated as a working document that must undergo tiered oversight and evaluation to ensure content accuracy, clarity, and compliance with service norms. If errors are made, corrective actions are promptly taken, such as removing and updating the content. At the same time, accessibility is a primary concern, for example, by presenting visual content with subtitles to ensure that information can be fairly accessed by elderly people, individuals with disabilities, or those with varying levels of digital literacy. These practices show that AI adoption is carried out responsibly, fairly, and with value-based principles, consistent with the recommendation that public technology should maximize benefits for citizens while minimizing negative impacts (Turilli, 2007, in Muttaqin et al., 2023).

In the context of AI ethics, these practices are closely related to the public service ethics principle of truth-telling. This involves honesty regarding the content that is not misleading; pre-publication verification of AI-generated outputs to ensure factual alignment and the use of correct terminology; and accountability when errors in information occur. In this way, the principle of truth-telling strengthens the moral legitimacy of the institution, as the public perceives the accuracy of information as the result of structured procedures, not just an untestable claim.

Similarly, another dimension of public service ethics, *promise-keeping*, is realized through the institutional promise that the published information is correct, secure, and accountable. This is supported by a clear authorization chain for AI-generated content and a rapid correction mechanism when errors are found. Therefore, promise-keeping is not only about delivering passports on time but also about ensuring the quality of the information accompanying the service process. The promise fulfilled through concrete and documented procedures sustains public trust in the professionalism and credibility of the office.

The principle of justice is present both in the process and in the outcome. At the counter, officials uphold equal treatment by adhering to official queues, rejecting baseless privileges, and providing priority services for vulnerable groups. In the digital realm, content curation and co-creation, by responding to public input on Instagram and monitoring trends on TikTok, expand the public's voice in shaping service messages. The production of uniform, documented, and responsive content reflects procedural justice, while outputs presented in accessible formats reinforce distributive justice, as the benefits

of information are spread more evenly across user groups. When process justice aligns with outcome justice, public perceptions of neutrality and objectivity in services are strengthened.

At the same time, the principle of the *sanctity of life* is an important consideration in the governance of AI-based communication. Accurate, clear, and quickly updated service information prevents confusion, reduces the space for misinformation, and mitigates potential risks in the field, including practices such as brokering or vulnerabilities arising from applicant congestion. Oversight of content to ensure it does not contain sensitive operational details, along with post-publication corrective policies, affirms the sanctity of life in practice: technology is used to reduce risks, not amplify them.

From the perspective of the *sanctity of the individual*, citizens are seen as the subjects of service whose rights must be respected, rather than mere objects of administration. When access to information on social media is made available to all groups, considering the needs of vulnerable users, and when personal data is treated with care, AI functions not to replace human beings, but to humanize the service itself.

These findings show that AI innovation can go hand-in-hand with ethical accountability. The efficiency AI brings saves time and effort, but the quality of information, fairness in process, the safety of citizens, and respect for dignity are maintained through strict, transparent, and inclusive procedures. By linking daily practices to five ethical dimensions, truth-telling, promise-keeping, justice, protection of life, and respect for the individual. AI governance at the Immigration Office of Kelas I Khusus TPI Semarang not only accelerates public communication performance but also strengthens moral legitimacy and public trust in the neutrality and professionalism of state services.

CONCLUSION

The study conducted at the Immigration Office of Kelas I Khusus TPI Semarang reveals that while artificial intelligence (AI) has significant potential to improve efficiency and transparency in public services, the application of ethical principles is fundamental to ensuring fair, humane, and accountable service delivery. The research covers several key ethical dimensions of public service, including truth-telling, promise-keeping, justice, sanctity of the individual, and sanctity of life, as well as specific ethical considerations in AI use, such as fairness, privacy and data security, stakeholder involvement, oversight and audit, and social responsibility.

In terms of truth-telling, the Immigration Office emphasizes providing clear, accurate, and accountable information to applicants, especially when using technology like the M-Paspor application. Transparency is key, ensuring that applicants are not only given the correct information but also informed if any technical issues arise that might affect the service. Promise-keeping is reflected in the office's commitment to delivering timely services, aided by digital systems that enhance consistency and allow for immediate, transparent communication of any delays. This ensures that any changes or delays are promptly communicated to applicants.

The principle of justice is applied through the fair treatment of all applicants, regardless of their social or economic backgrounds. The use of digital systems, such as M-Paspor, ensures that the service process is managed equitably. In the context of AI, justice also involves efforts to reduce bias in digital service systems, ensuring that technology does not perpetuate or exacerbate existing inequalities. Sanctity of the individual is demonstrated by the office's respect for applicants' dignity and rights, providing user-friendly information and ensuring that every individual receives fair and equal treatment. This is also reflected in the office's use of technology, which ensures that all individuals have equal access to services, free from discrimination based on their status or background.

The sanctity of life is addressed by safeguarding the personal data of applicants. The use of digital systems helps reduce human error and ensures that personal information is securely managed, which in turn helps build trust with the public. These principles are crucial in maintaining the ethical foundations of public service, even as AI technology is integrated into service delivery.

Regarding the ethical use of AI, the study emphasizes the importance of several specific dimensions: (a) **Fairness.** The use of AI, including tools like ChatGPT for report creation and social media content generation, has shown efficiency in terms of time and resources. However, fairness in AI deployment remains limited to certain divisions, not due to unequal access but rather due to the relevance of each division's tasks. Ensuring that all employees have equal access to AI tools based on job relevance is crucial for maintaining fairness in the workplace; (b) **Privacy and Data Security.** The use of AI in public services requires strict protection of personal data. For example, using personal email accounts to access ChatGPT exposes potential vulnerabilities in data management and reduces accountability. To safeguard privacy and protect sensitive information, data management must be secure, addressing both privacy promises and ensuring the protection of citizens' data, which is fundamental to trust and risk mitigation; (c) **Stakeholder Involvement.** Involving stakeholders, such as the public, in the creation of social media content reinforces principles of procedural justice and truth-telling. Public input directly contributes to more relevant and targeted information, enhancing active participation and allowing the public to influence decision-making and policy formation; (d) **Oversight and Audit.** Oversight at the Immigration Office ensures that AI use follows established procedures. Pre-publication checks and tiered reviews guarantee that the information provided to the public is accurate, transparent, and compliant with regulations. This process strengthens truth-telling and promise-keeping by ensuring the accuracy and consistency of published content; (e) **Social Responsibility.** The office demonstrates social responsibility by ensuring that all segments of society, including vulnerable groups, can access the information provided. The inclusion of subtitles in videos for the elderly and people with disabilities illustrates how AI is used to enhance service accessibility while upholding fairness. This aligns with the core ethical principles of truth-telling, promise-keeping, justice, sanctity of the individual, and sanctity of life.

Overall, the findings indicate that while AI implementation at the Immigration Office has brought significant benefits in terms of efficiency and service quality, the main challenge lies in ensuring that ethical principles, particularly fairness, privacy, and data security, are strictly applied. Effective oversight, stakeholder engagement, and secure data management are essential to ensure that AI is used responsibly and does not exacerbate existing inequalities.

Moving forward, strengthening the capacity of AI use across all units and adjusting policies for more equitable and fair deployment at the Immigration Office is necessary. Key strategic steps include: (a) **Strengthening Technology and Human Resources Infrastructure.** Improving the capacity and infrastructure to ensure equal AI use across all divisions; (b) **Enhancing Oversight and Audit Systems.** Implementing stricter oversight of AI use to ensure decisions are ethically sound; (c) **Improving Personal Data Protection.** Ensuring that personal data is protected at all stages of AI use; (d) **Increasing Stakeholder Involvement.** Engaging more stakeholders, including the public and civil society, in AI development and deployment in the public sector; (e) **Establishing Ethical Guidelines for AI Use.** Developing clear guidelines to ensure AI is used fairly, transparently, and accountably in public service. In conclusion, reinforcing ethical principles in AI-based public services is vital to ensure that technology serves the public in a fair and responsible manner. This approach will not only maximize the benefits of AI but also preserve public trust and uphold the integrity of the services provided.

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