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SIP Banget Batu City: Nurturing the Quality of Creative Economy and Tourism Services from a New Public Service Perspective

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Abstract: Batu Tourism Information System Creative Economy Development is an e-government initiative created by Batu City to encourage tourism and local creative industries. However, more inclusive methods are needed due to technical constraints and low community participation. This article looks at how BANGET SIP was implemented through an NPS framework that emphasizes community participation, transparency, and social accountability. The government can increase community trust and optimize application performance by applying NPS principles, such as citizens as partners and government as facilitators. In addition, cross-sector collaboration is essential to develop a sustainable creative economy and tourism. The research method is descriptive qualitative with literature study and observation. The results of the analysis show that the application of NPS can help BANGET SIP become a more inclusive, responsive, and sustainable development-oriented public service, while the application of NPS can help strengthen more transparent and open governance.

Keyword: New Public Service, SIP BANGET, Tourism, Creative Economy

INTRODUCTION

The new public management (NPM) paradigm, which developed in the late 20th century and emphasized privatization, efficiency, and a business approach in public administration, led to the management of public service innovations, particularly within the framework of the New Public Service (NPS), emerging in response to the limitations of this paradigm (Ropret et al., 2017). NPM is efficient, but it ignores important principles such as democracy, active citizen participation and complete accountability (Haynes, 2011). This creates a divide between the government and the people as public policies are often made without directly involving the people in the decision-making process.

The early 2000s introduction of the New Public Service (NPS) by Janet and Robert Denhardt aimed to overcome these limitations. The concept emphasizes that the purpose of public administration is to prioritize the public interest over the pursuit of economic gain or efficiency (Guerrero-Gómez et al., 2021). Citizens are not just passive consumers in NPS; they are seen as owners of services and key actors in policy making (Salminen, 2003). This method emphasizes the importance of building a transparent, inclusive, and participatory relationship between government and citizens. The goal of NPS is to increase people's trust in government

and encourage shared responsibility for public policies through direct discussions and interactions, such as citizen consultations and public meetings (Jatmikowati et al., 2020).

In the Indonesian context, especially at the local government level, NPS principles are very difficult to implement. Hierarchical bureaucratic structures, resistance to change, and politicization of policies are often the main obstacles (Prasetyo et al., 2018). According to Jamaluddin, (2018), a bureaucratic culture that tends to maintain the old situation also causes public services to be less innovative.

In Indonesia, effective governance has not been well implemented. Therefore, it is important for the government, the community, and the private sector to work together to improve the quality of public services and realize principles such as transparency and public oversight (Abror & Khuljana, 2022). Public services resulting from this “pseudo-decentralization” are not state- or public-focused, making it difficult to say that public services have been idealized (Jamaluddin, 2018).

The application developed by the Tourism Office of Batu City, East Java, SIP BANGET (Batu Tourism Information System for Creative Economy Development) is one example of public service innovation. With the vision of “Batu City Empowered Village, Berjaya City”, Batu City has great potential in tourism and the creative economy. The SIP BANGET application was created to support the promotion and marketing of local tourist destinations and introduce creative industry products to tourists. This program is intended as an effort to increase community participation in discovering and developing local potential while providing economic impact for local businesses.

However, various issues continue to arise when using SIP BANGET. Data shows that usage of the app is still low; in 2022, there were only about 5,000 visits. This suggests that there is a discrepancy between what is happening on the ground and what was expected. The original purpose of the app was to promote and provide information about tourist villages, but its performance still needs to be improved. In addition, there is a significant imbalance between input and outputs; the contributions of the community and tourist village developers are not balanced to achieve optimal results (Inzaghi, 2024). This phenomenon suggests that an effort is needed to take an approach that emphasizes collaboration and participation in managing public service innovation.

The NPS approach could be the right choice to increase the effectiveness of SIP BANGET. Public services can meet the needs of the community by following basic NPS principles such as citizen participation, transparency, and accountability. The government should act as a facilitator, listening to people's aspirations and encouraging them to participate in policymaking (Prasad Lamsal & Kumar Gupta, 2022). The government can make policies that are more inclusive, fair, and focused on the public interest by actively engaging communities.

Through applying the principles of NPS, it is hoped that public service innovations such as SIP BANGET can help Batu City's tourism and creative economy grow better. More than just improving efficiency, this strategy aims to increase public trust in government, foster a sense of shared responsibility, and encourage cross-sector collaboration. Public service innovations that are based on democratic principles and active citizen participation are essential for building responsive, transparent governance that focuses on community welfare.

METHOD

Descriptive qualitative methods were used in this study to assess the development strategy for the SIP BANGET application of the Batu City Government, East Java. Data was collected through literature studies and observation.

RESULTS AND DISCUSSION

NPS emphasizes the importance of public participation, accountability, and community engagement, and views citizens as partners in public service delivery, not just customers (Rivera & Andrew, 2021). This approach prioritizes collaboration between government and society in decision-making, with the principle of “serving, not driving” to build trust and shared responsibility (Osborne et al., 2014; Jatmikowati et al., 2020).

The concept of NPS is widely used in the study of governance and participatory democracy. In countries with democratic governance systems, NPS is implemented to increase citizen participation in policy processes, especially at the local government level (Rivera & Uttaro, 2021). An example of NPS implementation can be seen in Grand Island, New York, where the local government uses public hearings and social media strategies to engage citizens directly. NPS principles are also relevant in bureaucratic reforms in developing countries to create a more inclusive government that is responsive to people's needs (Narathip et al., 2019).

NPS offers a new paradigm oriented towards democratic values, participation, and social accountability in public administration. By placing citizens as active partners in decision-making, NPS can improve transparency, public trust and service quality. Despite the challenges, this approach shows great potential for creating more inclusive and responsive governance (Salminen, 2003). The analysis results are as follows:

SIP BANGET to Implement E-Government

An early attempt to implement e-government to support the creative economy and tourism governance was demonstrated in the SIP BANGET. The purpose of this application was to connect tourists to local tourist destinations and promote the community's creative industry products. However, technical issues such as user-unfriendly layouts, long loading times, and poor accessibility showed that the principles of transparency and social accountability, which are key features of NPS, were not well implemented. In addition, the implementation of e-government through the SIP BANGET shows that the transparency, social accountability, and community involvement emphasized by the NPS have not been effectively implemented (Osborne et al., 2014; Salminen, 2003).

In managing SIP BANGET, principles such as citizens not consumers and government-citizen collaboration should be applied. The government should improve application governance by prioritizing user experience in collaboration with businesses, technology developers, and the community.

NPS Effectiveness in Public Services

By making citizens the main stakeholders in the decision-making process, the new public service offers a more democratic approach to public services (Rivera & Uttaro, 2021). NPS principles still face many challenges in the context of SIP BANGETs. Data shows low usage of the app; only 5,000 visits in 2022 (Inzaghi, 2024), indicating low public participation.

Key components of NPS, such as social accountability and citizen participation, require more systematic implementation (Rivera & Uttaro, 2021). To understand people's needs, governments should encourage public discussions, hold consultation forums, and conduct user surveys. For the benefits of the app to be felt equally, local businesses should work together to realize the principles of equity and social responsibility.

NPS as a Basis for SIP BANGET

The NPS emphasizes seven key principles as a framework: citizens, not consumers; cooperation for the common good; civic values are more important than economic efficiency; democratic decision-making; social and ethical accountability; government as facilitator; and justice and social responsibility are paramount (Benson et al., 2021). These principles are critical for successful application in the context of SIP BANGET. Citizen participation, social

accountability, community empowerment, transparency, and social responsibility are key characteristics of NPS (Rivera & Uttaro, 2021).

For example, the idea that the government functions as a facilitator rather than a controller emphasizes that the community should be allowed to actively participate in the management of the application (Benson et al., 2021). In addition, by improving the design of the app and integrating user-friendly features, transparency in the delivery of information through SIP BANGET can be achieved. The government can foster community ownership of the application by implementing community empowerment and citizen participation (Rivera & Uttaro, 2021).

Collaborative Role of Government and Sustainable Creative Economy Tourism

NPS principles such as cooperation between government and communities are essential for sustainable tourism growth (Osborne et al., 2014). SIP BANGETs can help boost tourism and the creative economy by empowering local communities. In addition, it can be a tool that can change the way economic benefits are distributed (Guerrero-Gómez et al., 2021).

However, according to (Jamaluddin, 2018), structural constraints such as hierarchical and change-resistant bureaucracies often hinder the implementation of public service innovations. To ensure sustainability, the government must work with the private sector and local communities. SIP BANGET can be used as a model of cooperation-based development that focuses on community welfare by incorporating NPS principles such as equity and social responsibility.

CONCLUSION

Batu City's e-government innovation, SIP BANGET, has great potential to boost tourism and the creative economy. New Public Service (NPS) principles, such as citizen participation and social accountability, should be applied to optimize usage by involving the community and local businesses and improving web layout and accessibility. The effectiveness of public services can be improved by applying NPS principles, such as citizens as partners, government as facilitators, and equality and social responsibility. To meet the needs of the community, SIP BANGET must be improved through more transparent and democratic management. The SIP BANGET application can be a model of public service innovation that supports the sustainable growth of tourism and the creative economy. This application can increase economic benefits, community trust, and the quality of local governance.

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