

GOVERNMENT COMMUNICATION IN IMPROVING PUBLIC SERVICES IN CIMARAGAS VILLAGE, CIMARAGAS DISTRICT, CIAMIS REGENCY

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Abstract

This research is motivated by the suboptimal government communication in improving public services in Cimaragas Village, Cimaragas District, Ciamis Regency. Problems that arise include the community not receiving information evenly and the services provided are less than optimal due to ineffective information delivery. The purpose of this study is to determine how government communication improves public services in Cimaragas Village. This study uses a qualitative approach with descriptive methods. Data collection techniques were carried out through structured interviews and direct observation. This study uses Redding's organizational communication climate theory which includes five main dimensions, namely trust, supportiveness, openness in downward communication, participatory decision-making, and emphasis on high-performance goals. The results show that government communication in Cimaragas Village is not running optimally. This is caused by the community's low understanding and ability to grasp information from the village government, as well as the limited ability of the apparatus in using information technology. As a result, information cannot be disseminated quickly and evenly to the community. A more adaptive and participatory communication strategy is needed so that public services can run more effectively.

Keywords: Government Communication, Public Services, Information.

A. INTRODUCTION

As the government institution closest to the community, village government plays a strategic role in improving responsive, efficient, and inclusive public services. Good public services at the village level are a crucial aspect in realizing community welfare (Hamim et al., 2024). As Simbolon (2024) stated, village government plays a central role in efforts to improve community welfare. Village government has primary responsibility for ensuring basic services such as education, health, infrastructure, and various other aspects are available and affordable for all village residents.

Government communication is a crucial element in the public service process, particularly at the village government level, which directly interacts with the public. Effective public service requires not only sound policies but also communication skills among village officials and between village officials and the community (Andini et al., 2024). As centers of basic community services, villages play a role in providing transparent, prompt, and targeted services. The dynamics of communication between village officials are crucial for improving the quality

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of effective and efficient public services. Good public service requires effective communication between village officials and the community, so that policies can be understood and responded to effectively by the public (Nasir, 2025).

The role of communication in government organizations includes conveying information, coordinating tasks, and building good working relationships, ensuring that all officials have a shared understanding of how to achieve public service goals (Fait, 2024). Structured and effective communication will support the optimal implementation of public service policies, a view supported by Effendy (2019), who stated that communication is the foundation for interaction and collaboration between government officials.

Villages are at the forefront, obligated to convey clear policy and service information to the public. According to Purwanto (2020), communication barriers that often arise at the village government level are caused by poorly coordinated structures and a lack of effective communication skills among officials. Furthermore, Gie (2021) added that strong communication between village governments and the community is key to successfully resolving various public service issues.

Public service is one of the government's primary functions in fulfilling the basic needs and rights of the people, as mandated by Law Number 25 of 2009 concerning Public Services. This law emphasizes that the state is obliged to provide quality, transparent, and accountable services to all citizens in order to achieve public welfare. In the context of village governance, effective communication between the village government and the community is a key factor in optimal public service delivery. Cimaragas Village itself has established a vision to realize friendly, professional, and comprehensive public services by utilizing information technology, as well as good governance and information transparency. However, in practice, various obstacles are still found in the communication process between the village government and the community.

The first problem that emerged was the lack of information received by the public regarding procedures, types of services, and changes in service policies. This led to a gap in understanding between the village government and the community as service recipients. Second, the quality of public services was suboptimal, particularly in terms of unclear and uncommunicative information delivery. This situation reflects that the communication process between government officials and the community was not yet effective and participatory. Therefore, it is important to examine how government communication is implemented in an effort to improve public services that are transparent, responsive, and oriented to the needs of villagers.

Based on the description above, this study aims to explore government communication in improving public services in Cimaragas Village. Through a qualitative approach, this research is expected to provide a deeper understanding of communication patterns between village government officials and their impact on the quality of public services. The author intends to conduct a study entitled "Government Communication in Improving Public Services in Cimaragas Village, Cimaragas District, Ciamis Regency."

B. LITERATURE REVIEW

Communication

The word Communication or in English called Communication comes from the Latin word Communis which means "same" Communico, Communication, or Communicare which means "to make the same" (to make common). According to Mulyana (in Nora, 2014) explains that communication suggests that a thought, a meaning, or a message is shared. However, in

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contemporary definitions suggest that communication refers to the way of sharing these things, as in the sentences "We as thoughts", "We discuss meaning", and "We send messages".

According to Berlo (in Sedarmayanti, 2018), communication is a successful process only when the recipient understands the message and the meaning they receive aligns with the message's intent. Furthermore, according to Myers & Myers, in the same source, communication is the focal point of unifying power, enabling coordination between people, leading to action.

The brief definition above explains that, essentially, communication presents shared thoughts, meanings, and messages. This allows us to build mutual understanding through communication.

Communication is the process of conveying ideas and thoughts from one person to another using understandable symbols with the aim of influencing or changing their attitudes (Koapaha et al., 2018). Therefore, it can be concluded that communication is a process of communication between people, containing thoughts and feelings. The expression of these thoughts and feelings, when applied correctly and using proper ethics, can help prevent and avoid conflict (Khairuman & Simangungsong, 2024).

Government

According to Pamuji (in Sedarmayanti, 2018), the word "government" comes from the word "governance," which comes from the word "order," meaning to order someone to do something. The word "government" comes from the English word "government," which means government, although it is not always interpreted as government. Samuel Edward Finer (in Sedarmayanti, 2018) defines "government" as a public servant or service. This is then concluded to mean:

1. Indicates government activities or processes; exerts control over others.
2. Indicates state problems encountered in activities or processes.
3. Indicates the manner, method, or system by which a particular society is governed.

Normatively, the government is one of the important elements for the establishment of a country, a government organization is given the power to run the government to serve the interests of the people. Then Pamudji (in Sedarmayanti, 2018) said that government in a broad sense is the act of governing carried out by legislative, executive, and judicial organs or bodies, in order to achieve the goals of state government, while in a narrow sense it is an act of governing carried out by executive organs and their ranks in order to achieve the goals of state government.

Government Communications

Government communication is the process of conveying information, ideas, and instructions between government officials and the public, as well as between elements of the government bureaucracy. This communication is formal, structured, and aims to create effective public services and public involvement in development.

According to Hasan (2014), government communication encompasses communication activities carried out by government officials in carrying out public service, development, and community outreach. This communication is not solely focused on conveying messages, but also concerns the extent to which the government is able to build responsive, reciprocal relationships with its citizens.

The manner in which communication is conducted will influence the government's ability to provide services to the public. If communication or interaction between the government and the public runs smoothly, it will positively impact the government's existence. Direct interaction between employees and the public occurs due to a supportive work environment. (Kamil, 2018).

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According to Safitri (2024), an organization's success in achieving its goals is influenced by various factors, one of which is communication. Effective communication enables the smooth dissemination of information and can improve overall organizational performance. Therefore, communication is a key element in achieving organizational goals.

Good public service requires clear, open, and trustworthy communication patterns. Without effective communication between the government and the public, public services tend to be opaque, slow, and ineffective.

Redding's organizational communication theory emphasizes the importance of the communication climate within organizations, including government organizations. Communication climate is the shared perception of organizational members regarding the communication patterns occurring within the organization, which ultimately influences organizational behavior and performance.

According to Redding (in Sedarmayanti, 2018), there are five main dimensions of a healthy organizational communication climate:

1. Trust: The level of trust between organizational members, including between leaders and subordinates.
2. Supportiveness: A supportive communication atmosphere, open to opinions, and encouraging two-way communication.
3. Openness in Downward Communication: The openness of leaders in conveying information to subordinates or the public.
4. Participative Decision Making: The involvement of all members in decision-making.
5. Emphasis on High-Performance Goals: Commitment to achieving high-quality work targets.

Public service

Law No. 25 of 2009 concerning Public Services defines public service as follows: "Public service is an activity or series of activities intended to fulfill service needs in accordance with laws and regulations for every citizen and resident, for goods, services, and/or administrative services provided by public service providers." Public service is the primary function of government in meeting the basic needs of the community. This service encompasses all forms of services provided by government officials, both central and regional, aimed at the public interest and implemented in accordance with laws and regulations.

According to Sinambela (in Rachman, 2021:11), public service is an activity carried out by the government for a number of people who engage in any activity that benefits a group or entity, and offers satisfaction even though the results are not tied to a physical product.

Professional public service should be based on the principles of accountability and responsibility of government officials as service providers. Professionalism in service can be achieved through strengthening service systems or institutions by emphasizing effectiveness in achieving predetermined goals and objectives (Ramadhani, 2025). The service process needs to be designed with procedures that are simple, easy to understand, not complicated, and implemented quickly, precisely and efficiently, so that it can be easily accessed by the public.

Improving service delivery in government administration focuses on simplifying service processes, accelerating completion, shortening bureaucratic procedures, increasing transparency, and ensuring consistent service. By improving service quality, it is hoped that public complaints about services provided by government officials can be reduced. These complaints typically arise from unclear service procedures and procedures, lack of service times, complicated mechanisms,

and uncertain costs. With these improvements, all of these problems can be avoided. (Erlianti, 2019).

C. RESEARCH METHODOLOGY

A research design is a plan used as a guide in carrying out the research process. The purpose of a research design is to provide clear and structured direction to researchers in conducting their research (Handoko, 2024).

In this study, the researcher will explain government communication in improving public services in Cimaragas Village, Cimaragas District, Ciamis Regency. Throughout the research, the author will analyze the findings and then present the results of the analysis to draw conclusions about government communication in improving public services in Cimaragas Village, Cimaragas District, Ciamis Regency.

This study uses a descriptive approach, a research method aimed at understanding phenomena that occur and are experienced by research subjects, such as behavior, perceptions, motivations, actions, and so on. This method is described in words and language within a specific, natural context and utilizes various scientific methods.

In descriptive qualitative research methods, researchers aim to describe phenomena in detail and comprehensively based on data collected from observations, interviews, and documents. Descriptive qualitative researchers seek to understand and explain phenomena from the perspective of the participants, thereby capturing the meaning contained within the social context being studied. This method does not focus on hypothesis testing, but rather on describing the reality of the situation while maintaining the depth and complexity of the data (Silalahi, 2010).

The type of research conducted in this study is qualitative, which is descriptive in nature. Therefore, the data obtained will be written in narrative form, describing the data obtained from interviews with informants in the field.

Qualitative research methods are based on post-positivism or interpretive philosophy. They are used to examine natural objects in which the researcher serves as the instrument. They utilize triangulation techniques (a combination of observation, interviews, and documentation) in data collection, and the data obtained tends to be qualitative.

Primary data is a collection of information obtained by researchers directly from the research location through primary sources (respondents or informants, through interviews) or through observations conducted independently by the researcher (Nanang, 2015). The informants who will be interviewed by the researcher in this study are 7 informants, including:

1. Cimaragas Village Head
2. Cimaragas Village Service Section Head
3. Cimaragas Village BPD Chair
4. Community Leaders of Cimaragas Village

D. RESULT AND DISCUSSION

Overview of Research Object

Cimaragas Village is one of five villages in Cimaragas District, Ciamis Regency, West Java. The Cimaragas Village government office is located at Jl. Banjar – Manonjaya No. 139, Cimaragas Village, Cimaragas District, Ciamis Regency, West Java 46381, or at the coordinates 7 ° 22'22.44"S and 108 ° 27'48.72"E at an altitude of 640 meters above sea level. Cimaragas

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Village is 3 km from the district government center and 15 km from the Ciamis district government center. Cimaragas Village has an area of 618 ha, with the following details:

Table 1. Area of Cimaragas Village

NO	AN AREA	
1.	Rice fields	83 ha
2.	Fields	256 ha
3.	Plantations	100 ha
4.	Forests	0
5.	Reservoirs	0
6.	Other land	179 ha
7.	Number of Land Areas	618 ha

Source: 2025 Village Village Planning Program of Cimaragas Village

Cimaragas Village has the following administrative areas:

1. To the north, it borders the Citanduy River;
2. To the east, it borders Situbatu Village, Banjar District;
3. To the south, it borders the Cimaragas River, Raksabaya Village; and
4. To the west, it borders Beber Village.

According to the 2021-2027 Cimaragas Village Medium-Term Development Plan (RPJMDesa), Cimaragas Village is divided into six hamlets: Sukahayu, Rancagede, Cibitung, Tunggalrahayu, Sarirahayu, and Cimaragas. The smallest neighborhood unit consists of 14 Community Units (RW) and 34 Neighborhood Units (RT).

According to data from the Cimaragas Village government, in 2025, the population of Cimaragas Village was approximately 4,636, consisting of 2,294 males and 2,342 females. The Cimaragas Village community is 100% Muslim, with the majority ethnicity being Sundanese (4,594), Javanese (35), and Betawi (7). Residents earn their living in various sectors, not just agriculture. Furthermore, Cimaragas boasts a wealth of natural resources that support the community's economic development. The Bojonggaluh Salawe site, the art of pontrangan, and the misalin tradition have potential for village tourism.

Based on data obtained from the 2025 Village and Sub-district Profile (Prodeskel) for Cimaragas Village, the majority of the 1,685 residents have an elementary school education or equivalent. The following is a breakdown of the education levels of the Cimaragas Village community:

Table 2. Community Education Level

LEVEL OF PUBLIC EDUCATION	
Kindergarten	53 People
Elementary School/Equivalent	1,685 People
Junior High School/Equivalent	911 People
High School/Equivalent	875 People
Academy/Diploma 1-3	62 People

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Bachelor's Degree	140 People
Master's Degree	22 People
Doctoral Degree	11 People
Currently Attending School	766 People
Failed/Not Attending School	111 People
Total	4,636 People

Source: 2025 Village Village Planning Program of Cimaragas Village

This section will describe the results of research conducted in Cimaragas Village, Cimaragas District, Ciamis Regency, on Government Communication in Improving Public Services in Cimaragas Village, Cimaragas District, Ciamis Regency.

Government communication is the process of conveying information, coordinating, and interacting between the government and the community in the context of providing public services and development. In the context of village government, communication plays a strategic role in creating transparency, strengthening citizen participation, and ensuring effective and efficient service delivery.

However, in practice, government communication does not always function optimally. Research in Cimaragas Village indicates that there are still obstacles in the process of conveying information, the community is not receiving information, and the service provided is less than optimal due to unclear information delivery. This indicates problems in the communication climate established between the village government and the community.

To determine the extent to which Government Communication has improved Public Services in Cimaragas Village, Cimaragas District, Ciamis Regency, the results of interviews conducted by the researcher with several informants are described as follows:

Trust

Trust is a key dimension in building a healthy communication climate between the village government and the community. Trust grows when the government can convey information honestly, consistently, and non-manipulatively. In the context of public services, public trust is formed not only from information provided by the government, but also from the consistency of official behavior and the service experience experienced directly by the community.

Based on research results, indicators of information consistency have been implemented, but they are still not optimal. The relatively low level of public understanding is a barrier to consistent information from the village government to the community. Efforts are being made to provide understanding to those who are still unfamiliar with the information, using a more relaxed or family-like approach.

Based on the research findings, the clarity of information sources has been well-functioning but not yet fully optimized. Human resource understanding remains low, and some people still accept information from unclear sources. Efforts are being made to provide understanding, allowing the public to ask officials about the sources of information they receive if they are unsure.

Based on the research findings, the indicators for previous service experience have been quite good but not yet optimal, the budget is unable to meet all community needs, information is not evenly distributed, and the performance of the village government has led to a lack of public trust. Efforts are being made to provide public understanding, improve village government performance, and ensure that information is delivered comprehensively and evenly.

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Thus, based on the analysis of the results obtained, it states that Government Communication in Improving Public Services in Cimaragas Village, Cimaragas District, Ciamis Regency with the Trust dimension is not optimal.

Supportiveness

A supportive attitude in the context of governance reflects a mutually supportive attitude in communication, both from the government and the community, and vice versa. This means the government is open to public voices, responds fairly, and is present to address community complaints and needs.

Based on research findings, the ability to listen to complaints has been implemented well. Although complaints from the community outside of village government programs are not rejected, they are accepted and summarized, although they cannot be acted upon.

Based on research findings, open dialogue has been implemented, but there are obstacles, such as community reluctance to express their opinions directly. Efforts have been made to educate communities not to be afraid to come directly to the village or to express their opinions through the neighborhood head.

Based on research findings, the responsiveness to community requests has been implemented, but obstacles are encountered in the form of budget constraints. Efforts are being made to accommodate community requests and remain gradual and systematic, according to existing priorities.

Therefore, the analysis of the results indicates that government communication in improving public services in Cimaragas Village, Cimaragas District, Ciamis Regency, based on the Supportive Attitude dimension, is not yet fully optimal.

Openness in Downward Communication

The openness dimension of downward communication refers to the village government's transparency in conveying important information clearly to the public. This dimension also relates to the extent to which the village government conveys information comprehensively.

Based on research findings, the delivery of information and services to the public has been successful. However, obstacles remain, such as community reluctance to comply with requirements and activities involving the community that have not been fully implemented. Efforts are being made to socialize requirements and procedures established by the village government.

Based on research findings, the communication media used to convey information to the public are working well, but obstacles remain, such as inadequate IT skills of government officials and the busy schedules of social media account holders, which prevent all activities from being posted quickly. Efforts are being made to provide small-scale training for government officials and assign responsibility to hamlet heads to consistently document all activities in their respective hamlets.

Based on the research results, the government's consistent delivery of information has been successful. However, there are also challenges, such as the lack of standardized workload for officials. Efforts are being made to emphasize better understanding of their duties and responsibilities so they can manage their time effectively.

Therefore, the analysis of the results indicates that government communication in improving public services in Cimaragas Village, Cimaragas District, Ciamis Regency, based on the dimension of openness in bottom-up communication, is suboptimal.

Participative Decision Making

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Participatory decision-making is a crucial element that can influence trust, transparency, and service effectiveness. This dimension measures the extent to which the community is involved in decision-making related to public services.

Based on research findings, the involvement in deliberations has been successful. However, there are challenges, such as varying community schedules, which can lead to inability to attend. Efforts are being made to encourage hamlet heads or neighborhood heads to provide an understanding to invited community leaders about attending the deliberations, or perhaps to have them replaced by other community leaders.

Based on the research findings, the access to decision-making process has been quite successful, but there are challenges related to deliberation procedures and rules. Efforts are being made to improve the deliberation process.

Based on the research findings, the complaint and proposal mechanisms are well-functioning, but obstacles remain, such as reluctance on the part of the community to submit their proposals. Efforts are being made to raise awareness and educate the community.

Therefore, the analysis of the results indicates that government communication in improving public services in Cimaragas Village, Cimaragas District, Ciamis Regency, within the Participatory Decision-Making dimension, is not yet fully optimal.

Emphasis on High-Performance Goals

This dimension emphasizes that a communicationally sound organization has a high awareness of the importance of optimal performance, efficiency, and tangible results. In the context of village government, this dimension reflects how the village government implements public services with clear procedures, efficient timeframes, and service outcomes that are readily accessible to the community.

Based on research findings, the service procedures indicator has been implemented well. However, obstacles sometimes arise, such as people seeking instant service outside of operating hours. Efforts are being made to educate these people about village government procedures.

Based on research findings, the service time indicator has been implemented well. The only obstacle encountered is when people request services outside of operating hours. Efforts are being made to address this by informing the public to arrive at the designated time.

Based on the research results, service achievement indicators have been implemented, but they are not yet optimal. However, there are also obstacles, such as the lack of monthly or annual evaluation reports. Furthermore, efforts are being made to ensure that village government officials work according to their respective duties and functions.

Thus, the analysis of the results shows that government communication in improving public services in Cimaragas Village, Cimaragas District, Ciamis Regency, with an emphasis on high-performance goals, is not yet fully optimal.

E. CONCLUSION

Based on the research results, the author concludes that government communication in improving public services in Cimaragas Village, Cimaragas District, Ciamis Regency is not optimal. This is evident from the uneven distribution of information received by the community due to their low understanding and comprehension, as well as the limited information technology (IT) capabilities of village officials, which result in not all information related to village activities being conveyed quickly through communication media. The main obstacles faced are the low understanding and comprehension of the community, which causes information not to be

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conveyed evenly, coupled with the limited IT capabilities of village officials, which hinders the effective dissemination of information. To overcome these obstacles, efforts are needed to socialize and increase understanding among the community through a more relaxed or family-like approach, as well as the implementation of deliberations to determine the priority scale of programs to be implemented first.

Based on the conclusions above and analyzing the results of the discussion, the author suggests that the Cimaragas Village government needs to continuously improve its communication methods in conveying information to the public, so that the information provided can be more easily understood. The village government is also expected to be more active in providing information on various activities carried out to maintain and increase public trust. Meanwhile, the public is expected to be more proactive in asking questions if there is unclear or doubtful information, and to be more active in communicating with the village government to provide input and suggestions for improving public services in the future.

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