

Public Perception of the Polri Superapp in Optimizing Public Services

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ABSTRACT

Polri Super App is a digital innovation developed by the Indonesian National Police to enhance the efficiency and accessibility of public services. This study aims to analyze public perception of the *Polri Super App* in optimizing public services. The study employs a descriptive qualitative approach, with data collected through live and online interviews involving users of the application. The findings reveal that, while the *Polri Super App* is designed to simplify various administrative services—such as SIM renewal, SKCK applications, and police reports—many users still encounter significant challenges, including system malfunctions, registration errors, and limited public awareness or socialization. These issues contribute to low levels of user satisfaction and hinder the overall adoption of the application. The results highlight the need for technical improvements, better user interface design, and comprehensive public education to increase accessibility and trust in digital public services. The implications of this research underscore the importance of continuous evaluation and user-centered innovation in supporting the National Police's efforts toward digital transformation and effective e-governance in Indonesia.

KEYWORDS *Police Super App Application; Public Services; Public Perception*



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INTRODUCTION

Public services are one of the important aspects needed in society. In simple terms, public services refer to the fulfillment of community needs through various activities and services provided by the government or other public institutions (Morgan et al., 2015; S. Osborne, 2020; S. P. Osborne et al., 2013; Pidd, 2012). O'Toole (1988) defines *public service* as “an activity carried out by the government or other public organizations to meet the needs of the community and improve the general welfare.” Good public service is an important indicator for assessing the quality of a government. Effective, efficient, transparent, and responsive services provided by the government and public institutions will increase public trust. On the other hand, poor or inadequate services can lead to dissatisfaction, distrust, and even public protests (Rosalina, 2012; Yusriadi, 2018).

Achieving a balance between available resources and societal needs is the main challenge in optimizing public services. The government must manage resources efficiently and effectively; therefore, innovation in public service management is essential. To address this issue, the government and public institutions must implement various strategies to optimize public services. One key strategy is to maximize the use of information and communication technology (ICT), especially digital technology, in public service delivery (Rianti et al., 2019; Rosalina, 2012).

In recent years, Indonesia has experienced rapid growth in the adaptation and use of digital applications. The rise in smartphone usage, the growth of startup businesses, and the public's demand for innovative digital solutions have driven the development of digital applications in the country. Application-based digital technology has become essential in society today, as it enables many tasks to be performed more effectively and efficiently. Especially after the Covid-19 pandemic, interactions, services, and transactions have increasingly relied on digital systems. The rapid development of digital technology and its perceived benefits have made people more dependent on it, giving rise to what is referred to as a digital society civilization. Reporting from indi.sdm.digital.id, *a digital society is a group of individuals who use digital technology in their daily lives, where all activities are carried out electronically and paperless routines become the norm*.

Based on the 2024 Indonesian Internet Service Providers Association (APJII) Survey, the internet penetration rate in Indonesia has increased to 79.5%. It can be concluded that more than 220 million out of the country's total population of 278.6 million are connected to the internet. This data shows that more than half of Indonesia's population now has internet access. According to the 2021 Digital Literacy Index Framework, Indonesia's 2021 Digital Literacy Index reached a score of 3.49 or "medium." This score was achieved based on four pillars: digital proficiency (digital skills), digital culture, digital ethics, and digital security. Digitalization lies at the core of this society and is shaped by the advancement of digital technology. All aspects of life are heavily dependent on ICT, from creation and distribution to everyday use. Therefore, the digital society cannot be separated from the digital system.

Sri Mulyati (2021:3) explained that *a digital system is a system consisting of electronic components and logic gates processed using binary numbers—0 (zero) and 1 (one)—which form the basis for the creation of digital numbers from 0 to 9*. Observing digitalization trends, many countries worldwide are developing *electronic government* systems to simplify administrative processes. According to the United Nations *E-Government Survey 2020*, Indonesia ranked 88th among 193 countries in e-government adoption, indicating that service digitization still requires significant evaluation and improvement. Through digital services, people who previously needed to visit government offices—such as village administrations, sub-district offices, *samsat*, or other institutions—can now use mobile applications accessible via smartphones. Juansyah (2015:2) stated that an application is a ready-made program designed to perform specific functions for users, and it can also be utilized by other systems for targeted functions.

In Indonesia, the rise of digital applications within the government sector has been significant. According to *CNBC Indonesia*, the Ministry of Communication and Information Technology (KOMINFO) recorded at least 27,400 applications developed by ministries and government agencies from national to regional levels. This indicates that bureaucratic reform toward digital governance has progressed extensively (Az-Zahra et al., 2024; Darmadi et al., 2021; Devito, 2016; Dewi, 2023). However, limited socialization has caused these efforts to appear reactive or trend-driven—known colloquially as *FOMO* (Fear of Missing Out). Beyond the lack of socialization, many government applications suffer from system bugs, programming defects, and poor integration across institutions, leading to inefficiency and waste (Jayamuna, 2023; Juansyah, 2015; Karim et al., 2022; McQuail, 2011).

One such government initiative is by the Indonesian National Police (*Polri*). Febrianti (2013:63) stated that the National Police of the Republic of Indonesia (*Polri*) is a state institution responsible for law enforcement, protection, security, maintaining public order, and providing services to ensure domestic peace in accordance with Article 5 of Law No. 2 of 2002. To support its performance, *Polri* launched the *Polri Super App (Presisi)* in 2022. This application was designed to help the public handle all police-related administrative matters, including vehicle registration and *STNK* renewal, public complaints, electronic ticket checking, driver's license renewal, *SP2HP* (notification of investigation results) monitoring, *ETLE* confirmation, *kamtibmas* (public order) information, public relations news, and other public safety updates.

Within the *Polri Super App*, users can access features such as *Home*, providing information on vulnerable locations, precision services, and the latest police updates; *Information*, offering access to the National Police Museum, videos, health services, *Polri* TV/Radio, and news across security, law, health, socio-cultural, and international sectors; an *Emergency Call* feature to contact police assistance; *History* to track past transactions; and *Profile* for personal data and user settings. The *Polri Super App* is available on the App Store (iOS) and Google Play Store (Android). On the Play Store, it is 50 MB in size, has over 1 million downloads, and holds a 2.3-star rating; on the App Store, it is 166 MB with a 2.6-star rating.

The launch of the *Polri Super App Presisi* was expected to provide convenience for public services. However, despite its potential, user feedback shows low satisfaction levels due to registration difficulties, login issues, feature malfunctions, and frequent system errors. Even though this is not *Polri's* first public service application, integration and functionality remain concerns. News from *Kompas.com* highlighted that the National Police Chief, General Listyo Sigit Prabowo, stated that *Polri* had previously launched 15 digital service applications, raising questions about integration and consistency. Kompolnas Commissioner Napitupulu Yogi also urged *Polri* to develop a simple, low-cost, and effective public app to enhance transparency. He noted that too many fragmented applications reduce accessibility and reliability.

According to a *Kompas R&D* survey, 87.8% of respondents were satisfied with *Polri's* performance in 2023 based on its core duties of maintaining public security (*harkamtibmas*), law enforcement (*gakkum*), and community protection (*linyanyom*). However, between 2021 and 2023, around 98% of complaints received by Kompolnas were still related to investigative services, with 95% concerning poor service quality. This discrepancy between general satisfaction with *Polri's* performance and dissatisfaction with the *Polri Super App* inspired this study to investigate public perceptions of the application more deeply (Lahaling et al., 2023; Nuriyanto, 2014; Pressman & Maxim, 2014).

The first issue observed concerns socialization. Based on *Polri Public Relations* reports (2023), *Bhabinkamtibmas* officers have conducted outreach programs about the *Polri Super App*, yet the extent of this coverage remains unclear. Comments on social media platforms such as X from March–April 2024, like “Can you make an online check?,” “Is the SIM renewal really fully online?,” and “Does Indonesia already have an online system?” indicate that *Polri's* public communication efforts remain suboptimal.

The second issue relates to service quality. According to Law No. 2 of 2002, Article 2, *Polri's* function is to maintain public security, enforce laws, and serve the community. In the *Kompas R&D* survey (April–May 2023) with 1,200 respondents, 79% believed that *Polri's* services were good. However, data on digital services—especially concerning the *Polri Super App*—remain limited. User reviews often mention slow responses, long wait times for helpdesk replies, and unresponsive officers, resulting in ratings averaging 1 to 3 stars.

The third issue concerns public trust. Lewicky and Wiethoff (2000) define trust as an individual's belief and willingness to act based on others' words, actions, or decisions. Given frequent data breaches in Indonesia, users remain cautious about sharing personal data. According to cybersecurity firm Surfshark, Indonesia ranked third globally for data leak incidents, with 12.74 million leaked accounts recorded in Q3 2022. This concern is validated by cases such as the 2021 hack of *Polri's* website and the 2023 breach of the Ministry of Defense, indicating potential vulnerabilities in national cybersecurity.

The fourth issue concerns the *Polri Super App's* effectiveness. Gibson (2001) defines effectiveness as “the achievement of goals and objectives that have been agreed upon to accomplish joint business goals.” However, user feedback such as “I applied for an SKCK via the app but still had to print documents and show physical proof of registration” suggests inefficiencies remain. The app should not merely reflect digital readiness but should offer tangible convenience.

Finally, the requirement for users to download the *Polri Super App* to access *Polri* services poses barriers for those without adequate smartphones, internet access, or storage space. While digitalization is inevitable, not all citizens are equally prepared or comfortable with fully digital services.

The gap between user expectations and the *Polri Super App's* performance raises questions about the maturity of digital public service innovation. Although technology has transformed public access to government services, outcomes do not always meet expectations.

Previous studies have examined digital technology in public services but left gaps that this research aims to address. Rahmawati and Nugroho (2021) found that integration failures and low awareness hinder e-government success, but they did not assess user perceptions of integrated law enforcement applications like the *Polri Super App*. Santoso and Pratama (2022) showed that usability, reliability, and response speed impact citizen satisfaction, yet their study focused on municipal-level services.

Building on these gaps, this study specifically examines public perception of the *Polri Super App*, a comprehensive platform by the Indonesian National Police for integrated public service delivery. It evaluates public trust, accessibility, and usage challenges. The findings are expected to contribute theoretically—by deepening the understanding of digital public service effectiveness in law enforcement—and practically—by offering policy recommendations to enhance *Polri's* digital transparency, cybersecurity, and user-centered innovation.

METHOD

To address the problem formulation and achieve the objectives of this study, the researcher applied a descriptive qualitative method under the post-positivist paradigm (Pujileksono, 2015; Rakhmat, 2012). This paradigm emphasized critical realism and recognized that reality could not be fully understood through observation alone, thus requiring

the triangulation of methods, data sources, researchers, and theories. The qualitative descriptive approach was chosen to examine how the public perceived the *Polri Super App*. This method allowed for a closer relationship between the researcher and the research subject, facilitating an in-depth exploration of user experiences and opinions.

The researcher collected data through direct (face-to-face) and online interviews, as well as additional evidence from user comments on the internet. On May 8, 2024, the researcher visited the Tanah Abang Police Station to interview users of the *Polri Super App*, spending four hours to obtain relevant insights. To gather a wider range of perspectives, the researcher conducted interviews via social media platform X (formerly Twitter). By searching keywords related to the *Polri Super App*, user accounts were identified that had shared their experiences publicly. From this method, five informants were interviewed over seven days. Additional data were obtained in the form of online comments and public reviews of the application.

Data analysis was conducted using the Miles and Huberman interactive model, which consisted of four stages: data collection, data reduction, data display, and conclusion drawing or verification. In the data collection stage, interview transcripts, social media interactions, and user comments regarding the *Polri Super App* were compiled. During data reduction, relevant information was selected, simplified, and categorized according to themes such as usability, accessibility, trust, and service effectiveness. Data display involved organizing findings into thematic matrices and narrative descriptions to identify observable patterns and relationships. Finally, the conclusion drawing and verification stage was carried out through critical interpretation and validation using triangulation techniques. Source triangulation (interviews, online comments, documentation) and method triangulation (face-to-face and online interviews) were applied to strengthen the credibility and reliability of the research findings.

RESULTS AND DISCUSSION

Socialization of the Polri Super App Application to the Community

Socialization is an important activity that must be carried out so that an idea and breakthrough can run optimally for creators and users. Generally, people who use the Polri Super App application do not know about the existence of this application-based Police service. However, due to the need for administrative management in the police such as to make SKCK and driver's licenses, they searched the internet and found this Polri Super App application.

"I only found out about the application when I searched the Internet for information related to the procedure for making SKCK in Tulungagung district, where one of the steps was to use the application"

"Initially, I wanted to look for the Digital Korlantas application but it was not available, I instead found this Polri Super App application"

Apart from the internet, there are also informants who get information related to the Super App from word of mouth.

"From a friend, because to make SKCK you have to use the application"

The informant also began to find out about the existence of the Polri Super App application when the police officer directly introduced the application when the informant came to the police station

"When I came to the police station, I was asked by the officer to fill out an electronic survey. The officer also introduced me to the Polri Super App application."

The lack of socialization makes the National Police Super App feel foreign to the public's ears. The National Police should involve celebrities or influential people (influencers). As conveyed by one of the informants regarding socialization.

"Lack of exposure from influencer friends, only limited to the official POLRI account that informs users"

Based on the information that researchers obtained from interviews with various informants, the public still considers that this application is not socialized. In fact, if this application can be announced by the National Police in a massive and structured manner, the public can use the services of the National Police effectively and of course it will be efficient for them. The socialization of the National Police can certainly be supported by various media such as advertisements on television or social media through direct words from the police or animations that are displayed to make it interesting to see. Another way that can be done by the National Police, such as what one of the informants suggested, is through influencers or celebrities as representatives of the National Police in socializing the digital application of this Police service so that the service can be used optimally and spread throughout Indonesia.

The findings regarding the lack of socialization of the Polri Super App are consistent with Nasution and Prasetyo (2021), who emphasized that ineffective socialization is a major obstacle in implementing e-government programs in Indonesia, especially when government agencies rely solely on institutional channels without involving digital influencers or mass media outreach. Similarly, Lestari et al. (2022) found that public engagement in digital public services increases significantly when socialization uses social media campaigns and influencer collaborations rather than traditional bureaucratic announcements. These studies reinforce the idea that the National Police must adopt a participatory communication model that utilizes digital media to build awareness and trust in their services. Therefore, a comprehensive and user-centered socialization strategy is crucial to ensure the Polri Super App achieves optimal reach and utilization across different demographic groups.

Public Perception of Police Super App Services

Various points of view are shown by Polri Super App users when they use the application. This is also part of the process of perception. First of all, users give their opinions in general regarding the service of this application, there are opinions that are positive and negative. The following are positive responses from the public regarding the Polri Super App application.

"At first, I didn't expect too much with this application, but after I used it, it managed to serve my needs"

"For the service this application is quite helpful and very easy to use for me"

But there are negative opinions that are contrary regarding this Polri Super App application

"My opinion regarding the service of this application is very bad, in terms of the visual appearance or User Interface (UI), not user-friendly".

"This application service only cuts the time to fill out forms so that you don't have to wait all day".

In general, users feel helped by the existence of this Polri Super App application service

"In the case of the service I experienced, yes. This app has proven to be helpful".

"I think it's quite helpful because it can be used anywhere and the process speeds up the service".

The Polri Super App certainly has advantages and disadvantages for every user. Some users voice their complaints while using this app. The complaints that often arise are systems that experience errors when used

"There are several significant complaints and what I remember is inconsistent API access or loading. So in the middle of the process it often errors and seems to be disconnected from the network. Until finally I made a double payment and there was no refund to the account. Then the Customer Service (CS) service is not active as if no one is waiting"

"When uploading a photo of the ID card for a long time, there is always an error when taking pictures"

Based on the results of interviews with various informants regarding the services in the Polri Super App application, the researcher can conclude that some people are helped by this application but there are also those who feel that the service from the officers is still not optimal. Service through the application is certainly different from direct service. Direct service can get feedback faster because the officer and the applicant meet face-to-face and the information or service that will be received will be more appropriate because the applicant can ask again to confirm information or can submit a complaint if there is an error in using the service. In contrast to direct services, digital services are considered to be more gambling. Users will be treated to various obstacles if their phones have problems. However, this can also be affected by the application itself, such as bugs or errors. Therefore, the National Police must be able to maintain or maintain this Polri Super App digital application so that it can run optimally to serve people in need.

In addition, the mixed perceptions expressed by users of the Polri Super App align with Dwiyanto's (2020) theory of public service performance, which suggests that perceived quality of public service is determined not only by efficiency but also by responsiveness, transparency, and user experience. Previous studies by Wulandari and Raharjo (2023) also found that user satisfaction in digital government services in Indonesia tends to decline when applications have low system reliability or complicated user interfaces. These findings indicate that the technical aspect of user experience (UX/UI) is an essential determinant of service quality perception. In this context, improving interface design, providing real-time customer service, and ensuring system stability would help enhance public confidence and satisfaction toward the Polri Super App.

The Effectiveness of the National Police Super App in Serving the Needs of the Community

A good service will have an effective impact on its users. In the context of the National Police Super App, this application is certainly made to make it easier for the public, so that their services regarding administration in the police realm are smoother, especially when it has entered the digital system, the use of paper is not really needed. Users of this application give their comments regarding the effectiveness of the application.

"I don't understand how the process of integrating the online SKCK in the National Police application, but what I complain about when I come to POLDA is that photocopies are still

needed, what is it for? In my opinion, the integration is not entirely an online SKCK, but an online registration for SKCK. Because you still need documents such as offline SKCK"

Effectiveness also concerns how long it takes for a service to process requests from users. Effective service will make it easier and faster for its users. In the case of the Polri Super App application, researchers found a process that has been experienced for a long time by several users.

"Approximately 2-3 hours, including registration, linking, and data verification, as well as conducting related tests".

"For the e-mail verification process when registering the account, there is only a day to verify the email. Then the process of using SKCK online takes about 40 minutes. When the process of uploading documents is very long and loading is arbitrary".

The effectiveness of the Polri Super App application based on interviews with several informants is considered poor. The researcher assessed that there was an imbalance between the goals and the reality that occurred in the field based on the testimonies of several informants. The existence of double files collected, namely files collected digitally with physical files collected directly to the police station, makes the Polri Super App application considered ineffective. This digitization should have the goal of reducing the number of physical files such as photocopies, photo prints, and other files. However, one of the users of this application is faced with the opposite reality. If physical files still have to be collected, then there are questions about the use of digital applications. Some informants also complained about the application taking quite a long time from the initial registration process. After the informant can access the application, other obstacles such as a long time of loading are also one of the triggers for the assessment of the ineffectiveness of this application.

The problem of inefficiency and duplication of physical and digital procedures discovered in this study echoes the findings of Sari and Hidayat (2021), who concluded that the success of e-government implementation depends heavily on backend integration between digital systems and manual administrative workflows. According to Rogers' Diffusion of Innovation Theory (2003), technological innovation becomes effective only when users perceive its relative advantage, compatibility, and simplicity compared to existing systems. In the case of the Polri Super App, the persistence of manual documentation undermines the perception of innovation and reduces the app's perceived benefit. Hence, the integration of a fully paperless verification process and a synchronized database between police departments could significantly improve the app's overall efficiency and public perception.

Public Trust in the Police Super App Application

As users of the Polri Super App, in addition to expecting good service and effectiveness, the public certainly hopes for the security they get. Moreover, the Polri Super App contains users' personal data.

"I hope there will be no data leakage, because this is related to the police, you know".

"In my opinion, all applications from the government are bad, especially this National Police application. Are the developers of this app less qualified? If you pay for it, it's like an application like this, like a lack of security. Let's take a look at the private application is already good systematically. The use is easy to use and easy for users to understand"

Finally, the level of trust of some of the informants that the researchers have interviewed. The rise of data leaks, even the leak of National Police data, has made the public trust issue. This is evidenced by an answer from one of the informants who said that the government application, especially the National Police application, was considered not good. Based on the opinion of one of the informants, the National Police should be able to cheat on applications that are safer and have better systems that are usually owned by private applications.

The issue of public trust identified in this research aligns with Sutanto and Yuliani (2022), who found that cybersecurity concerns significantly influence citizens' willingness to use government applications in Indonesia. Similarly, Pratama (2023) emphasized that transparency in data management and responsiveness to data breach incidents are crucial for sustaining public trust in e-government initiatives. Applying Mayer, Davis, and Schoorman's (1995) trust theory, trust is built upon three key elements: ability, integrity, and benevolence. The Polri Super App's challenges in maintaining system security and communication transparency weaken these three trust foundations. To enhance user confidence, the National Police must strengthen data protection mechanisms, improve real-time communication regarding privacy policies, and collaborate with certified cybersecurity institutions.

CONCLUSION

As a public service innovation, the *Polri Super App* has generally been perceived as helpful by users but still faces major challenges in socialization, service quality, effectiveness, and data security. Many users felt that the lack of effective public outreach limited awareness and adoption, as the National Police had not fully utilized social media or influencer engagement to promote the application. While the app has improved convenience, recurring system errors, inactive customer service, and incomplete data integration have reduced its effectiveness and reliability. Moreover, concerns about data privacy and personal information security remain significant, affecting user trust. Future research should focus on evaluating user experience through a mixed-method approach, emphasizing the impact of communication strategies, system reliability, and cybersecurity measures on overall public satisfaction and digital trust.

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