

**PENGUKURAN KEPUASAN PELAYANAN PUBLIK BERBASIS MEDIA SOSIAL
TWITTER DAN HUBUNGAN KOMPETENSI KEPEMIMPINAN DIGITAL
TERHADAP PENINGKATAN PELAYANAN PUBLIK: STUDI KASUS
KEPEMIMPINAN GUBERNUR JAWA TENGAH**

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Gaya kepemimpinan Gubernur Jawa Tengah menarik untuk diamati, fungsi penggunaan media sosial *twitter* oleh Gubernur Jawa Tengah sebagai bentuk pemberian pelayanan publik secara langsung kepada warga. Penelitian ini bertujuan untuk mengukur indeks sentimen pelayanan publik di Jawa Tengah dan menganalisis kompetensi kepemimpinan digital Gubernur Jawa Tengah dalam meningkatkan kualitas pelayanan publik di Jawa Tengah.

Tweet sepanjang 1 Juni hingga 30 Juni 2021 yang terdiri dari 5 dimensi “RATER” setiap tipe pelayanan diukur menggunakan metode komputasional yaitu *text mining* dan *machine learning* melalui beberapa tahap prosedur analisis. Indeks positif pelayanan publik di Jawa Tengah ditargetkan sebesar 80 persen dan untuk mengetahui adanya peningkatan kualitas terhadap dimensi pelayanan publik di Jawa Tengah, *lean six sigma* diterapkan sebagai indikator pengendali kualitas pelayanan publik. Penyelidikan hubungan antara kompetensi kepemimpinan digital Gubernur Jawa Tengah dengan dimensi pelayanan publik di Jawa Tengah didapatkan dari seberapa erat tingkat derajat korelasinya antar variabel.

Pengukuran indeks positif pelayanan publik di Jawa Tengah sepanjang 1 Juni hingga 30 Juni menghasilkan nilai sebesar 51,89 persen dengan rincian *administrative service*= 60,8 persen, *education service*, = 60,42 persen, *emergency service*= 93,01 persen, *public utilities*= 11,90 persen, *social service*= 39,30 persen dan *infrastructure service*= 54,82 persen. Temuan dari penelitian ini adalah adanya peningkatan kualitas pelayanan publik pada tipe pelayanan *administrative service*, hal ini disebabkan terjadinya hubungan kuat antara kompetensi *e-communication* bersamaan dengan *e-change* dengan dimensi *assurance* dan *tangible*, sedangkan untuk tipe *emergency service* penggunaan kompetensi kepemimpinan digital secara simultan *e-communication*, *e-social* dan *e-change* signifikan memengaruhi terhadap peningkatan kinerja pelayanan publik secara keseluruhan dan bersifat linear. Frekuensi *tweet* Gubernur Jawa Tengah yang tinggi dalam 10 hari dan terus meningkat menunjukkan terwujudnya keterlibatan partisipatif warga dengan pemerintah dan memberikan pengaruh positif terhadap perubahan perilaku masyarakat.

Kata kunci: kepemimpinan digital, pelayanan publik, gubernur jawa tengah, metode komputasional, lean six sigma

ABSTRACT

MEASUREMENT OF PUBLIC SERVICE SATISFACTION BASED ON TWITTER AND THE RELATIONSHIP OF DIGITAL LEADERSHIP COMPETENCIES CONNECTION TO IMPROVE PUBLIC SERVICES: A CASE STUDY OF THE GOVERNOR OF CENTRAL JAVA'S LEADERSHIP

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The style of leadership of the Central Java Governor is interesting to observe, the function of the use of social media twitter by the Central Java Governor as a form of providing public services directly to citizens. The study aims to measure the positive sentiment index of public services in Central Java based on social media and provide an overview of how the digital leadership competence capacity of the Central Java Governor significantly affects public service in Central Java.

During 1 June to 30 June 2021, five dimensions of "RATER" on each type of service were measured using computational methods namely text mining and machine learning through several stages of analytical procedures. The positive public service index in Central Java is targeted at 80 percent and to know the quality improvement of the public service dimension in Central Java, lean six sigma is applied as an indicator for controlling the quality of public services. The investigation of the relationship between the competence of digital leadership of the Governor of Java Central with the dimension of public service in Java Central is obtained from how tight the level of correlation between variables.

The measurement of the positive index of public services in Central Java during 1 June to 30 June yielded a value of 51.89 percent with details of administrative service = 60.8 percent, education service, = 60.42 percent, emergency service = 93.01 percent, public utilities = 11.90 percent, social service = 39.30 percent and infrastructure service = 54.82 percent. The findings of this study are that there is an improvement in the quality of public service on the type of administrative service, this is due to the occurrence of a strong relationship between the competence of e-communication and e-change with the assurance and tangible dimensions, while for the kind of emergency service the use of digital leadership competences simultaneously e-communication, e-social and e-change significantly affects the improvement of the performance of the public service in general and is linear. The high tweet frequency of the Central Java Governor in 10 days and continuously increasing shows the realization of the participatory involvement of citizens with the government and has a positive impact on the change of behavior of society.

Keyword: digital leadership, public service, central java of governor, computational method, lean six sigma