



# Public management communication strategy in managing accessibility of public services for persons with disabilities in Serang city

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## ABSTRACT

Communication strategies are key in dealing with complex challenges rooted in historical, social and regulatory factors. Stigma and discrimination, low understanding of the needs of people with disabilities, non-comprehensive regulations, budget and infrastructure limitations, lack of coordination and collaboration, and cultural and social challenges are the main obstacles in realizing inclusive accessibility. The method in this research is a qualitative descriptive approach. The purpose of this research is to examine the background of these problems and identify potential solutions to improve the accessibility of public services for people with disabilities in Serang City. Comprehensive and sustainable solutions are needed to address the root causes and build an inclusive city for all.

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## 1. INTRODUCTION

The lack of accessibility of public services in Serang City has significant direct and indirect impacts on the daily lives of people with disabilities. Here are some examples. Direct Impact. Difficulty in accessing basic services. People with disabilities may struggle to access basic services such as education, health, employment, and transportation. This can result in limitations in terms of social and economic participation. Discrimination and stigma. Lack of accessibility can reinforce discrimination and stigma against people with disabilities. This can make them feel isolated and ostracized from society. Dependence on others. Lack of accessibility can make people with disabilities more dependent on others for daily activities. This can reduce their independence and autonomy.

Indirect Impact. Poverty People with disabilities are more at risk of poverty due to difficulties in accessing education, employment, and other services. Poor health Lack of accessibility to health services can lead to people with disabilities having poorer health. Lack of education. Difficulties in accessing education can limit opportunities for people with disabilities to get decent jobs. Long-term Implications for Inclusive Development. The lack of accessibility of public services can hinder inclusive development efforts in Serang City. This can be seen from several indicators, such as. Low participation rates of people with disabilities in social and economic life. High poverty and unemployment rates for people with disabilities. Limited access of persons with disabilities to basic services. Therefore, it is important for the government of Serang City to take steps to improve the accessibility of public services for people with disabilities. This can be done by. Creating laws and regulations that require public service providers to provide

accessibility for people with disabilities. Building disability-friendly infrastructure, such as roads, sidewalks and buildings.

Provide training and support services for people with disabilities. Increase public awareness about the importance of accessibility for people with disabilities. By improving the accessibility of public services, Serang City can become a more inclusive and friendly city for everyone, including people with disabilities. Specific examples of the lack of accessibility of public services in Serang City and its impact on people with disabilities. Transportation. Many bus stops and train stations in Serang City do not have accessibility for people with disabilities who use wheelchairs. This makes it difficult for them to use public transportation. Education. Some schools in Serang City do not have disability-friendly facilities, such as ramps and accessible toilets. This makes it difficult for people with disabilities to attend lessons. Health. Some hospitals and clinics in Serang City do not have staff trained to handle patients with disabilities. This can make it difficult for them to get the health care they need. By addressing these barriers, Serang City can take a step forward towards more inclusive and sustainable development.

Public management problems in managing the accessibility of public services for persons with disabilities in Serang City have complex and layered roots, colored by historical, social, and regulatory factors. Here are some important points that form the background of the problem: Lack of Understanding and Awareness. Stigma and Discrimination: Society's view of people with disabilities is still characterized by stigma and discrimination. This triggers the assumption that they do not need the same accessibility as other people (Saputri et al., 2019). Lack of Understanding of Needs. Community and policy makers' understanding of the needs and diversity of persons with disabilities is low. This results in the design and provision of services that are not in line with their needs. Weak Regulation and Law Enforcement. Less Comprehensive Regulations: Regulations governing accessibility in Indonesia, including in Serang City, are still not comprehensive and do not fully accommodate the diverse needs of persons with disabilities. Weak Law Enforcement: The lack of law enforcement of existing regulations is a major factor that hinders the implementation of accessibility. This results in many parties ignoring their obligations to provide disability-friendly services (Wulansari & Prabawati, 2021). Budget and Infrastructure Limitations. Budget Limitations: The Serang City Government has limited budget in providing disability-friendly infrastructure and public facilities. Infrastructure Limitations: Limited infrastructure such as sidewalks, roads, and disability-friendly public transportation are still major obstacles to the mobility of persons with disabilities. Lack of Coordination and Collaboration. Lack of Inter-Agency Coordination: Lack of coordination between related institutions such as the Social Service, PUPR Office, Transportation Office, and Satpol PP in ensuring the accessibility of public services for persons with disabilities (ZAHRO, n.d.). Lack of Involvement of Persons with Disabilities: The involvement of persons with disabilities in planning and decision-making processes related to accessibility is still minimal. This results in policies and programs that are made not always in accordance with their needs. Cultural and Social Challenges of Community Attitudes: Community attitudes that are not accustomed to the presence of people with disabilities in public spaces can be a barrier for them in accessing services (LAZUARDI, n.d.). Lack of Family and Community Support: Lack of family and community support can make it more difficult for people with disabilities to access public services. These background issues collectively create significant barriers for people with disabilities in Serang City in accessing the public services they need and are entitled to (Ardhiningrum & Sulistyowati, 2022). Understanding the root causes of these problems is crucial in formulating appropriate and effective solutions to improve the accessibility of public services for people with disabilities in Serang City (Maharsani, 2023)

## 2. RESEARCH METHOD

The method used in this research uses a descriptive qualitative approach with in-depth interview techniques conducted with various parties, such as persons with disabilities, policy makers, public service officers, and civil society organizations, to gain an in-depth understanding of their perspectives. The author uses a non-probability sampling design where two persons with disabilities who are waiting for the bus at the bus stop are interviewed, an interview with a member of the Serang City DPRD Commission IV for Development Mr. Jumhadi, S.Ag, a public service officer at Hermina Serang Hospital security guard who is always alert in accepting patients with disabilities is prioritized, Mr. Nursalim is a member of the NGO of Serang city who cares about

public service accessibility. Interviewees were interviewed as many as 4 different people, Question for disability, how do you complain that there are no wheelchairs provided for people with disabilities? For members of the Serang city DPRD when will disability accessibility services be built in the city of Serang as a whole? public service officers in all fields of disability accessibility public services should be there to help people with disabilities. NGO members contribute suggestions to the Serang City Government in accelerating accessibility of disability public services in Serang City.

### 3. RESULTS AND DISCUSSIONS

The results of interviews with persons with disabilities explain that the first informant is Mrs. Pariem, a person with a disability who is physically disabled and Mrs. Misbah, a person with a deaf disability. The author conducted interviews with sign language where they were both waiting for the bus to go to the city of obstacles faced when at the second bus stop, mothers with disabilities had difficulty sitting because there were no special seats for people with disabilities and wheelchairs so that they caused difficulties, Interview with a member of the Serang City DPRD Mr. Jumhadi, S. Ag, the results of the interview explained that in the city of Serang, especially for access to public services for people with disabilities, we prioritize in the city of Serang, only gradually, for example in Serang sub-district first and then to other places. The results of interviews with public service officers Mr. Nursalim where he is a Hermina hospital security guard at the forefront of serving patients, especially people with disabilities, of course must be given an award. The results of interviews with NGO members who always provide oversight in the development of accessibility of public services for persons with disabilities in the city of Serang are expected to be evenly distributed so that there are no more persons with disabilities complaining in public services in the city of Serang.

Identify factors that influence public management of accessibility of public services for persons with disabilities in Serang City. These factors can be categorized based on political, economic, social, cultural, and legal aspects. Collect relevant data and information from various sources, such as local regulations, government policies, research reports, civil society organizations, and mass media. Analyse the data and information that has been collected to identify patterns, trends, and significant findings. Describe the research findings related to the factors that influence public management in managing the accessibility of public services for people with disabilities in Serang City Discuss the research findings in the context of relevant theory and practice. Provide a clear and concise conclusion about the research results (Uyun et al., 2024). Formulate a discussion Explain the implications of the research findings for public management in managing the accessibility of public services for persons with disabilities in Serang City (Rengganis & Purbaningrum, 2024). Solutions and strategies to improve the accessibility of public services for people with disabilities in Serang City. Based on my understanding of the problems faced in public management in managing the accessibility of public services for persons with disabilities in Serang City, here are some solutions and strategies that can be considered Strengthening Regulation and Law Enforcement. Revise and improve the Accessibility Regional Regulation (Perda) to make it more comprehensive, clear, and measurable. Create technical regulations governing universal design and accessibility standards for various types of public services (Islam et al., 2024). Provide strict sanctions for those who do not comply with accessibility regulations Capacity and Competency Improvement Provide training to public service officers on how to serve people with disabilities properly and friendly. Improve the knowledge and understanding of policy makers on the needs and rights of persons with disabilities. Encourage active participation of persons with disabilities in the process of planning, implementing, and evaluating accessibility policies. Facility and Infrastructure Development. Build and/or modify public infrastructure to be disability-friendly, such as roads, sidewalks, public transportation, and public service buildings Install signs and instructions that are clear and easily understood by people with disabilities (Fadli & Suranto, 2024).

Increase the provision of assistive devices and technology that help people with disabilities access public services(Syaffi'e, 2014). Socialization and Education. Conduct socialization and education to the community about the importance of accessibility for persons with disabilities(Thohari, 2014). Increase public awareness of the rights and needs of persons with disabilities. Encourage changes in community attitudes and behavior towards persons with disabilities to be more inclusive and friendly. Increase Budget and Cooperation Increase the budget

for the development of disability-friendly infrastructure and public facilities. Building cooperation between government agencies, civil society organizations, and the private sector in managing the accessibility of public services (Sunandar et al., 2022). Encourage active participation of persons with disabilities in the budgeting process and budget utilization for accessibility. Monitoring and Evaluation. Periodically monitoring and evaluating the implementation of accessibility policies and programs. Identify obstacles and constraints in the implementation of accessibility policies and programs. Make adjustments and improvements to accessibility policies and programs based on the results of monitoring and evaluation. It is important to note that. The right solutions and strategies must be tailored to the conditions and context of Serang City (Faizal & Diponegoro, 2017). Strong commitment is needed from various parties, such as the government, community, and private sector, to realize inclusive accessibility in Serang City (Inclusive, 2019a). Further research and studies are needed to find comprehensive and effective solutions and strategies (Muhimmah, 2022). Public Management is a field of science that studies the management of public resources and organizations to achieve public goals. In summary, public management aims to. Improve efficiency and effectiveness in the provision of public services. Ensure accountability and transparency in the management of public finances and assets. Increase public participation in public decision-making (Eprilianto et al., 2020). Create good governance that is fair, transparent and accountable. Public management involves various functions and activities, such as Planning Setting public goals and objectives, and formulating strategies to achieve them (Muhimmah, 2022). Organizing Creating an organizational structure and distributing tasks and responsibilities to public employees. Staffing Recruiting, developing, and managing human resources in the public sector (Sukomardojo, 2023). Directing Providing direction and motivation to public servants to achieve organizational goals. Coordinating Coordinating various public activities and programs so that they are integrated and effective. Controlling Monitoring and evaluating the performance of public organizations to ensure that the set goals are achieved (Inclusive, 2019b). Public management is carried out by various actors, such as Government officials Have the formal authority to make decisions and implement public policies. Civil servants (PNS) Carry out administrative and operational tasks in public organizations (Putra, 2019).

Communities Have the right to participate in public decision-making and oversee government performance. Civil society organizations (CSOs) Represent the interests of the community and work with the government in public management (Wulansari & Prabawati, 2021). Private sector Plays a role in the provision of public services and cooperates with the government in various programs and projects. Public management is a complex and dynamic field that is constantly evolving. The challenges faced by public management in the modern era include Complexity The increasing complexity of public problems and the increasingly diverse demands of society (Inclusive, 2019a). Uncertainty-Environmental uncertainty and rapid change. Lack of resources Limited budget and human resources. Accountability Increasing demands for accountability and transparency from the public (Maharsani, 2023). Ethics Ethical dilemmas that arise in public decision making (Astuti & Suharto, 2021). Accessibility for persons with disabilities is the ease with which persons with disabilities can access and use various services, facilities, information, and communication. The main objective of accessibility is to fulfill the rights of persons with disabilities to live independently and participate fully in society. Create an inclusive environment where all people can live and move about equally. Support people with disabilities to reach their full potential (Sholeh, 2014). The main principles of accessibility are: a) Universal Design: Design that considers the needs of all people, including people with disabilities, from the start, b) Non-Discrimination: People with disabilities should not be discriminated against in access to services, facilities, information and communication, c) Participation: People with disabilities should be involved in decision-making processes related to accessibility, d) Equality: Persons with disabilities must have the same opportunities as non-disabled persons to access and use services, facilities, information, and communications.

Forms of accessibility for people with disabilities include (Utami et al., 2018): a) Physical accessibility: Ease of reaching and using buildings, infrastructure, and public transportation, b) Information and communication accessibility: The ease of accessing information and communicating through various media, such as websites, apps, and printed documents, c) Service accessibility: Ease of access to various public services, such as education, health, and employment, d) Technology accessibility: Ease of using information and communication

technologies, e) Accessibility is not just about providing disability-friendly physical facilities, but also about creating an inclusive and welcoming environment for everyone, f) Accessibility is a human right and must be respected and fulfilled by all parties.

There are still many challenges faced in realizing full accessibility for people with disabilities in Indonesia. It takes a joint effort from the government, the community, and the private sector to improve accessibility for people with disabilities (Propiona, 2021). Because all activities carried out must be supported by collaboration and innovative and sincere ideas carried out for the sole purpose of creating a sense of justice, a sense of humanity towards fellow human beings, caring for each other in a decent life that is safe, peaceful and unpretentious and does not discriminate against one another because in essence humans are created to know and respect each other with the corridors of the norms of decency and norms of justice (Febriyan et al., 2022).

#### 4. CONCLUSION

Based on the results of the research and discussion, it can be concluded that. Challenges in Accessibility Management. Lack of comprehensive regulations and effective implementation. Inadequate capacity and competence of the state civil apparatus. Lack of disability-friendly public infrastructure and facilities. Low public awareness of the importance of accessibility. Limited budget for accessibility programs and activities. Solution and Strategy: Strengthening regulations and law enforcement related to accessibility. Increase the capacity and competence of state civil apparatus through training and education. Developing disability-friendly infrastructure and public facilities. Improve socialization and education to the public about the importance of accessibility. Increase the budget for accessibility programs and activities. Encourage the active participation of persons with disabilities in the process of planning, implementing and evaluating accessibility policies.

The contribution of this research is that hopefully the Serang city government, in particular, will be quick in developing accessibility of public services in the city of Serang with the aim of making it easier for people with disabilities to get public services. The implications of this research explain that public service accessibility is a special need for people with disabilities in getting priority in adequate public service accessibility in the city of Serang so that public satisfaction in public service accessibility is fulfilled.

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