Interactive Media Eight Standard Public Service Procedures in Bureaucracy Reform at Indonesian Institute of Arts Denpasar

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This article is a description of the interactive media design process as a means of socializing the Eight Standards of Public Service Procedures in Bureaucratic Reform at the Indonesian Arts Institute campus in Denpasar in 2021. Digital media has a short access speed, which is the advantage of visual communication media that are designed to be able to interact reciprocally back with the target, namely the publics. The targets of this media can interact through navigation in the media, so that the public will more easily obtain information about the eight public service standards in bureaucratic reform that have been implemented at the Indonesian Art Institute, Denpasar. Through this latest media, it is hoped that the public will find it easier to access and find information about the eight standards, to create an interactive media that functions optimally in conveying information on the eight lane standard of public service procedures, so in designing this interactive media the author will use a qualitative descriptive method so that the results can be justified. This interactive media about eight standard public service procedures in bureaucratic reform was created by the author along with 2 members and involved 2 students who will be worked on for 1 year by going through several stages of creation, namely the data collection process, then designing storyboards, and visual design and digitization processes using a design program that supports, and the final process of this interactive media is to test the community's response to the application that has been created. It is hoped that this interactive application will be able to assist stakeholders in implementing policies in bureaucratic reform within the Indonesian Institute of the Arts Denpasar.

Keywords: Interactive, Eight Standards, ISI Denpasar

Introduction

Recent technological advances have made most of the information and transactions done digitally, this is done because it can cut the time for delivering information and reduce the production costs of visual communication media which are still conventional. The Indonesian Institute of the Arts Denpasar is promoting bureaucratic reform among institutions, one of which is about eight public service standards. Based on this the author wants to create an interactive visual communication media using several programs that support it to be able to meet the needs of people who want to access information, by involving the community as users of this application, people can interact and get information directly, in its application the community will be presented with a menu selection display of the seven standard flow of public services to be selected in the form of digital buttons, then the user will click one of the buttons so that the user will be directed to the information on the service procedure in question. This interactive media can be installed on computers provided in public areas, such as the rectorate lobby, library, and at several points in public areas frequented by the public and students. The concept used in creating this interactive media is the concept of simplicity (simple) but still wrapped with a touch of Balinese tradition, by displaying wayang characters in order to have a better approach to Balinese society and culture, and in accordance with the vision and mission of the institution that continues to promote local wisdom. as an identity, it is hoped that after this interactive-based digital application can be realized and implemented, it can indirectly show that ISI Denpasar is able to follow technological developments and can implement bureaucratic reform in institutions.

Based on the introduction above, it can be drawn problems that are used as a reference for designing interactive visual communication media. The design that is able to provide maximum information but still has aesthetic value, the approach that will be used in designing this interactive-based visual communication design, the author will use a theoretical approach.

Visual communication design theory, this theory will be used as the basic theory of the design of this interactive visual communication media as a reference in the selection of concepts and the design of each design element used.

Aesthetic theory, in designing visual communication media aesthetic aspects are important aspects, so that the appearance of this interactive visual communication media.

Contemporary communication theory, from time to time the style of communication continues to change both in terms of style and communication techniques, so that communication theory is needed in the process of designing interactive communication media.

In the creation of this art, the author limits the media designed to be limited to interactive applications regarding the seven standard public service procedures applied at the Indonesian Art Institute Denpasar, then this interactive media can be installed on a computer or other digital device and placed in a public area within the Indonesian Arts Institute Denpasar.

The interactive media that will be designed are about eight standard operational procedures (SOPs) applied at the Indonesian Art Institute Denpasar, namely, cooperation service standards, visiting service standards at UPT. Art documentation, public service standards legalizing certificates and transcripts, public service standards for public services for audio-visual archive services for student final assignments and lecturers' fundamental works, public service standards for receiving visits at UPT. Libraries, public service standards for certificate replacement services, public service standards for regular new student admissions (self-selection), service public service standards and public service standards for

publishing scientific journals at the Indonesian Institute of the Arts Denpasar. The eight SOPs will be packaged in 1 interactive program that directly involves the community as navigators. In the process of designing interactive media SOPs for bureaucratic reform at the Indonesian Institute of the Arts Denpasar, some of the authors used literature reviews such as, Pande Sarjani, Ni Ketut. Agus Eka Cahyadi, I Wayan. Denpasar 2016 "Local Cultural Identity in Baline Chocolate Packaging Design".

In the journal he wrote, it appears that cultural identity has an important role so that it can strengthen the emotional value and closeness to the surrounding community in particular and the Balinese people in general, based on this view the author feels this journal can be used as a reference in designing interactive media SOPs for bureaucratic reform in The Indonesian Institute of the Arts Denpasar, where interactive media will be designed also uses a local cultural identity approach by raising the character of wayang in Bali.

Supriyono, Grace. Yogyakarta 2010 "Visual Communication Design Theory and Application". Many think that by mastering various software, one can freely express his ideas. The issue of the concept is considered less important, so the importance of visual communication design theory is used as a reference and reference in the selection and design of design elements of the interactive media to be designed.

Nurhadi, Zikri Fachrul. Depok 2017 "Contemporary Communication Theory". Communication functions as information, collection, storage, processing, dissemination of news, data, images, facts, messages, opinions, and comments needed to be understood. Likewise with interactive media which are designed to go through a collection, storage process which then informs the 8 SOPs for bureaucratic reform carried out at ISI Denpasar, it is also hoped that there will be dissemination of news to the general public regarding the SOPs implemented by ISI Denpasar.

Based on the above references, the author designs a production roadmap. The production roadmap identifies the problem, analyzes the theory used as a reference, and collects the data needed by the author to design this interactive media. The author began to design interactive media. 8 SOPs for bureaucratic reform at ISI Denpasar. After the interactive media was designed, the authors conducted a public test with stakeholders on campus (students, staff, and faculty) and external (wider) stakeholders. Then it will assess whether there are deficiencies in terms of visualization and information, then make improvements so that the SOP for Interactive Media 8 Bureaucracy of ISI Denpasar can be implemented.

Design Method

To design a work, an appropriate method is needed so that the work created is in accordance with expectations and can function optimally, the approach that the author uses in this design process is the experimental, process and reference method where the approach in question includes,

Experiment, the author will design a new media by doing a new design method by trying to make it clear to the public the contents of the designer's mind. Here the author will externalize the design thought process through words (descriptions), mathematical symbols or diagrams (Sarwono, 2007; 8). The eight SOPs for public services at the ISI Denpasar institution, the author will display in the form of an animated column and packaged in an interactive form, then the author will conduct an experiment with several samples from several circles of society, and see the interactive media that has been designed and see how effective the interactive media has been designed to be.

The process, the author in designing interactive media, of course, goes through several processes, both from the data collection process, the digitization process to design each visual element to fit the concept raised, to the process of applying the interactive media.

Reference, in the process of creating the author uses reference sources both practically and theoretically, that have relevance to the interactive media that will be designed.
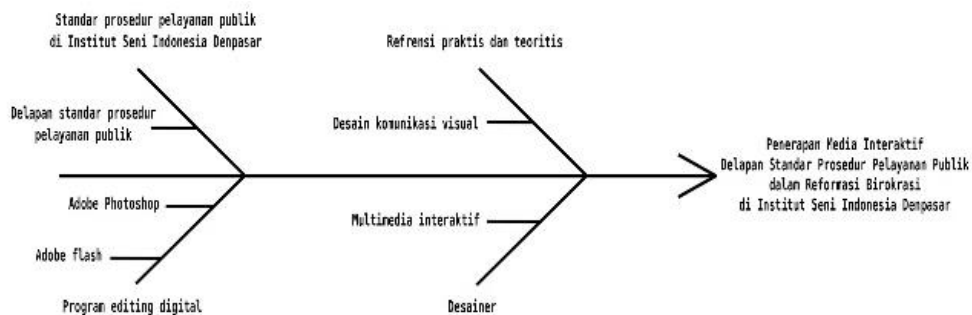
Fish Bone Diagram of media interactive media of eight standard public service procedures in the bureaucratic reform of the Indonesian Art Institute Denpasar

Finding and Discussion

The design of interactive media of eight standard public service procedures in the bureaucratic reform of the Indonesian Art Institute Denpasar is expected to be able to implement speed and transparency of information about bureaucratic lines at the Indonesian Arts Institute Denpasar in accordance with the legal basis; Ministerial Decree of the Minister of Research, Technology and Higher Education number 24 of 2015 concerning the organization and work procedure of the Denpasar Indonesian Art Institute (State Gazette of the Republic of Indonesia of 2015 number 1392) and the Ministerial Decree of the Minister of Research, Technology and Higher Education number 24 of 2017 concerning the statute The Indonesian Arts Institute Denpasar (State Gazette of the Republic of Indonesia of 2017 number 475), so that in the end this interactive media can be used properly by the implementing officers of bureaucratic reform at the Indonesian Art Institute Denpasar to convey information to the public regarding eight public service standards, of which eight standards are required. meant are; cooperation service standards, service standards for receiving visits at UPT. Art documentation, public service standards for legalizing certificates and transcripts, public service standards for public services for audio-visual archive services for student final assignments and lecturers' fundamental works, public service standards for receiving visits at UPT. Libraries, hall building loan service standards, public service standards for certificate replacement certificates, public service standards for regular new student admissions (self-selection), service public service standards and public service standards for publishing scientific journals at the Indonesian Arts Institute Denpasar.

Designing Concept and Storyboard

Before the interactive media design process is carried out, concept design and storyboards will be used as a basis for designing interactive media later, the number of scenes used as a reference in the design of interactive media is 13 scenes, involving the entire creation team.
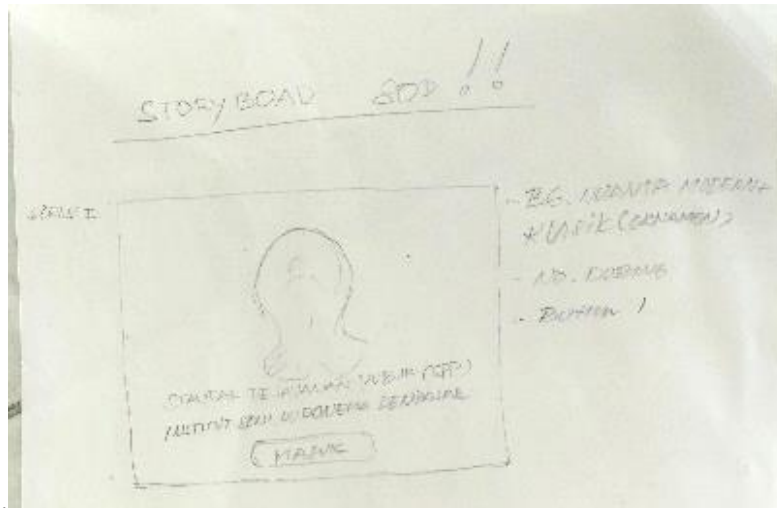
Figure 1. Storyboard of interactive media of eight standard public service procedures in the bureaucratic reform of the Indonesian Art Institute Denpasar

Designing Characters

The characters used in the interactive media standard public service procedures in bureaucratic reform at the Indonesian Institute of the Arts Denpasar are a combination of *wayang* characters wrapped with modernization elements and packaged with a little cartoon nuance. These characters chosen to seem humanistic, in accordance with Balinese culture, and adapt to the characters used in several visual communication media from information on the application of eight public service standards at the Indonesian Institute of the Arts Denpasar. However, what makes it different from the previous characters, where the characters used in this interactive media character are made in their entirety from head to toe and the characters are used in colour. The characters used are the puppet characters *Merdah* and *Tualen*, where the *Merdah* character is designed to represent the community or someone who wants to get information. Meanwhile the *Tualen* character represents the staff member who provides services to the community, as well as four other characters such as the *Condong* dancer character who represents female visitors, then the character of the editor, the character of a bank teller and the character of a reviewer.

Figure 2. The character used for the interactive media of eight standard of public service on bureaucratic reform at the Indonesian Art Institute Denpasar

Designing Interactive Media

Interactive media from eight standard service procedures were designed on the Adobe Flash program. The team chose this program because this program is very relevant to be used in designing interactive media. Moreover, this Adobe Flash program has good quality and has a file size that can still be applied to computer media with specifications and can be navigated by the touch screen method. The designing process of this interactive media involved several parties, from both professionals and the creation team. This design is carried out collectively by holding joint meetings every weekend to discuss and conduct a visual evaluation of each scene on a regular basis that will be used in this interactive media from both illustrations, information layout, and voice actors that will be used so that information can be conveyed clearly to the public.

Voice Dubbing Process

After the design process completed, the next step is to carry out a voice-over process to strengthen the message from the display in each of the eight public service standards implemented at the Indonesian Art Institute, Denpasar. This dubbing process uses the Adobe Audition Program, which initially sounds recorded using a mobile phone, then the recordings are transferred and edited on the adobe audition program, the voice filling used in this interactive media uses female voices, female voice selection is expected to be more soft and friendly. The dubbing process is carried out by following the gradual flow, and the words used are to combine the process flow with the information contained in each standard service procedure of each scene.

Revision Process

After carrying out the 70% evaluation monitoring process, the team immediately made improvements by contacting the UPT. LP2MPP to question the flow of scientific journal publications and contact UPT. Art Documentation to inquire in detail about the flow of visits to UPT. Art Documentation. Then discuss changes to the appearance of the scene that will be revised.

After completing the interactive media, the team then designed the label and DVD cover to make it look attractive

Figure 3. Design of DVD labels and packaging of Interactive media

Carrying out a work exhibition

      To answer the results of this art creation and study scheme, the research team held an exhibition and held a "talk show" by inviting I Gusti Wijaya Utama (Gung Ama) from practitioners and I Made Bayu Pramana from academia. Sanga Story Coffee Shop, Batubulan, Gianyar.

Figure 4. Exhibition and talk show activity

Conclusion

      The process of making interactive media of eight standard public service procedures in bureaucratic reform at the Indonesian Institute of the Arts Denpasar through the process of collecting data on the flow of eight public service standards, as well as designing by taking into account the selection of illustrations, colours and the overall flow of the scene. Media of Interactive-based is an effective medium in conveying messages to the public, where people who want to get information directly act as navigators (directors) of each interactive media scene display.

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