

## SWOT ANALYSIS IN THE CASE OF PUBLIC PERCEPTION SURVEY OF GOVERNMENT POLICIES IN INDONESIA

Feby Milanie<sup>1</sup>, Rizki Dafari Tarigan<sup>2</sup>, Majid Alfariz<sup>3</sup>, Rangga Palansa<sup>4</sup>, Muhammad Rasyid Sitindaon<sup>5</sup>, Ahmad Nugraha Alfalaah<sup>6</sup>, Andreas Sianturi<sup>7</sup>, Rizki Tri Setiawan<sup>8</sup>, Saut Mertua Aruan<sup>9</sup>, Januardi Purba<sup>10</sup>

Panca Budi Development University

\*Corresponding Author: [frengkiputra78@gmail.com](mailto:frengkiputra78@gmail.com)

### Abstract

*This research has explored the strengths, weaknesses, opportunities and threats (SWOT) in implementing surveys on public perceptions of government policies in Indonesia. This survey is very important to obtain an accurate picture or data regarding public opinion, which can be used as a basis for making policies. The case study used is the basis for a survey conducted by the Central Statistics Agency (BPS) regarding fuel subsidy policies. The results of this research have provided insight into how survey design and implementation can be improved to produce more accurate and useful data.*

**Keywords:** *Swot, Public Perception and Government Policy in Indonesia*

### 1. INTRODUCTION

SWOT analysis is a useful tool for evaluating strengths, weaknesses, opportunities and threats in a particular context. In the context of a survey of public perceptions of government policies in Indonesia, SWOT analysis can provide a comprehensive picture of how the public views these policies, as well as the factors that influence their perceptions. Government policies in Indonesia cover various aspects of life, from the economy, education, health, to infrastructure. The government often conducts surveys to understand public perceptions of these policies. The survey results are used to assess the effectiveness of the policy and identify areas that require improvement. Surveys are an important exploratory tool for collecting data that occurs in one place, information from a large and diverse population. In Indonesia, surveys are often used to assess public perceptions of government policies. One example is a survey on fuel subsidy policies conducted by BPS. This article aims to analyze the strengths, weaknesses, opportunities and threats (SWOT) in implementing this survey, as well as providing recommendations for improving the quality of the survey in the future. The aim of a SWOT analysis in this context is to:

1. Identify the strengths of policies recognized by society.
2. Identifying policy weaknesses that the public is concerned about.
3. Identify opportunities for policy improvements based on community input.
4. Identify threats that could hinder effective policy implementation.

### 2. METHOD

This research uses qualitative and quantitative approaches. Data was collected through literature reviews, analysis of BPS survey reports, and interviews with survey experts in Indonesia. The SWOT framework is used to analyze internal and external factors that influence survey effectiveness. This data collection will be carried out in three stages: (1) Identification of data sources and related literature, (2) Interviews with survey experts, and (3) Data analysis using a framework or SWOT.

### 3. RESULTS

#### 3.1 Strengths

- a. Large Population: Indonesia has a large population, allowing for representative sampling.
- b. Cultural Diversity: Ethnic and cultural diversity allows for in-depth segmentation analysis.
- c. Government Support: The government supports the implementation of surveys for data-based policy making, increasing the validity of survey results.
- d. Technological Infrastructure: Advances in information and communications technology facilitate online survey data collection, reducing costs and time.

#### 3.2 Weaknesses

- a. Low Literacy: Low literacy levels in some areas hinder respondents' understanding and participation.
- b. Response Bias: Possible bias in survey responses due to social pressure or respondent dishonesty.
- c. Limited Access: Limited access to remote areas causes uneven data collection.

#### 3.3 Opportunities

- a. Technology Development: Advances in big data and analytics technology will be able to increase the efficient level, accuracy and efficiency of data collection.
- b. Increased Public Awareness: Increased public awareness about the importance of surveys can increase participation and honesty from respondents.
- c. International Collaboration: Opportunities to collaborate with international agency teams on improved survey methodology and enumerator training.
- d. Methodological Innovation: Adoption of new basic survey methodologies such as mobile and application-based surveys that can reach a wider range of respondents.

### 4. DISCUSSION

The SWOT analysis shows that having carried out a survey of public perceptions of government policy in Indonesia has various strengths and opportunities that can be utilized to increase effectiveness and efficiency. Government support and technological advances are the main factors that can strengthen survey implementation. However, weaknesses such as low literacy and response bias require special attention. Opportunities to adopt new technologies and increase international cooperation are also very significantly efficient. These threats such as regulatory changes and data security risks require effective and efficient mitigation strategies.

#### 4.1 Strength

- a. Effective Policy Communication

The Indonesian government has attempted to improve communication with the public through various media, including social media, television and radio. The use of spokespersons and public campaigns also helps to disseminate policy information effectively.

- b. Improved Infrastructure

Improving infrastructure, such as toll roads, public transportation and public facilities, shows the government's commitment to national development. This can increase the public's positive perception of development policies.

- c. Support from Various Institutions

Collaboration with various institutions, both national and international, strengthens the policies implemented. Support from international organizations, non-governmental organizations (NGOs), and the private sector increases the credibility and effectiveness of policies.

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#### **4.2 Weaknesses**

a. Lack of Transparency

The public often complains about the lack of transparency in the decision-making process. This gives rise to distrust and skepticism towards government policies.

b. Resource Limitations:

Policy implementation is often hampered by limited human and financial resources. This reduces the effectiveness of policies and makes people doubt the government's commitment.

c. Slow Response:

The government is often considered slow in responding to changes in situations or community needs. Inability to act quickly can reduce public support for existing policies.

#### **4.3 Opportunities**

a. Utilization of Technology

Information and communication technology provides great opportunities for governments to increase public participation and transparency. E-government and digital platforms can be used to facilitate two-way communication between government and society.

b. Collaboration with the Private Sector and NGOs

Collaboration with the private sector and non-governmental organizations can strengthen policy implementation. This collaboration can provide additional resources and increase public confidence in existing policies.

c. International Support

Support from international organizations and friendly countries can help strengthen government policies. Technical and financial assistance from abroad can be used to improve certain sectors that require special attention.

#### **4.4 Threats**

a. Economy Crisis

Economic crises, both global and domestic, can influence public perceptions of government policies. High unemployment and inflation can reduce public confidence in the government's ability to manage the economy.

b. Social and Political Instability:

Social and political instability, such as demonstrations, social conflicts, and political tensions, can disrupt policy implementation. This can cause public dissatisfaction and reduce public support for the government.

c. Regulatory Changes:

Sudden changes in regulations, both from the central and regional governments, can create uncertainty and doubt among the public. Ambiguity in new regulations can reduce the effectiveness of existing policies.

#### **5. CONCLUSION**

This SWOT analysis provides a framework for understanding the main factors that influence public perceptions of government policy in Indonesia. By exploiting strengths, overcoming weaknesses, taking advantage of opportunities, and managing threats, governments can increase policy effectiveness and increase public trust and participation in the policy-making process. An in-depth understanding of the internal and external factors that influence survey implementation can

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greatly help survey organizers to design and implement better surveys. Proper implementation of this strategy can improve the quality of data that has been collected, which in turn will support better policy making in Indonesia. These surveys are highly effective and can provide valuable insight into public perceptions, which is critical for the development of more responsive and inclusive public policies. The use of technology, increasing transparency, and collaborating with various parties are steps that can be taken to improve public perception of government policies. In this way, the government can be more responsive to community needs and create a conducive environment for national development.

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