

The Role of Facebook in Enhancing Public Services in Municipalities: A Case Study of the Municipality of El Jemaa Beni Hbib in Jijel Province as a model

الفيسبوك ودوره في ترقية الخدمة العمومية بالبلديات
دراسة حالة بلدية الجمعة بني حبيبي بولاية جيجل أنموذجا.

Hicham CHEKARDA^{1*}, Mourad CHETOUANE²

¹ M.S. Benyahia University of Jijel, (Algeria) hicham.chekarda@univ-jijel.dz

² M.S. Benyahia University of Jijel, (Algeria) chetouane_mourad@univ-jijel.dz

Received Date:14/02/2024

Acceptance Date:03/11/2025

Abstract

This qualitative study highlights the marketing practiced by the public facilities within the Algerian society, which is reflected in the form of public services to citizens. it was conducted to highlight the role of Facebook as a mediatic tool used by municipalities as part of their promotional mix in their marketing process for public service, particularly in the municipality of El Jemaa Beni Hbib in Jijel province. This study utilized a case study approach and in-depth interviews to collect data from the community, specifically targeting the head of the municipal council as the purposively selected representative.

The study found that the municipality of El Jemaa Beni Hbib actively uses Facebook, including a dedicated municipal page and the mayor's personal page, to inform the public and engage with them. The objectives include enlightening citizens on various issues and enhancing municipal services by addressing citizen demands and communicating actively with the authorities.

Keywords: Facebook; Municipalities; El Jemaa Beni Hbib Municipality.

ملخص:

تسلط هذه الدراسة النوعية الضوء على التسويق الذي تمارسه المنشآت العامة داخل المجتمع الجزائري، والذي ينعكس في شكل الخدمات العامة المقدمة للمواطنين. تم إجراؤه لتسليط الضوء على دور فيسبوك كأداة إعلامية تستخدمها البلديات كجزء من مزيجها الترويجي في عملية تسويق الخدمة العامة، لا سيما في بلدية الجمعة بني حبيبي في ولاية جيجل.

استخدمت هذه الدراسة منهج دراسة الحالة والمقابلات المتعمقة لجمع البيانات من المجتمع، مستهدفة بشكل خاص رئيس المجلس البلدي كممثل مختار بشكل هادف. ووجدت الدراسة أن بلدية جماعة بني حبيبي تستخدم فيسبوك بنشاط، بما في ذلك صفحة بلدية مخصصة وصفحة شخصية للعمدة، لإبلاغ الجمهور والتفاعل معهم. تشمل الأهداف توعية المواطنين بمختلف القضايا وتعزيز الخدمات البلدية من خلال تلبية مطالب المواطنين والتواصل النشط مع السلطات.

كلمات مفتاحية: فايسبوك، بلديات، بلدية الجمعة بني حبيبي.

*Corresponding author.

The Role of Facebook in Enhancing Public Services in Municipalities: A Case Study of the Municipality of El Jemaa Beni Hbib in Jijel Province as a model

1. Introduction :

The concept of marketing has become significantly meaningful in public sector institutions with administrative and service orientations. These public facilities aim to promote their services through the most effective and advanced marketing methods to achieve their marketing objectives and succeed in developing and enhancing the community.

This can only be achieved through understanding the surrounding environment by opening effective communication channels with their audience to promote their public services, identify their needs and desires, reveal weaknesses in various life aspects within their geographical area, and work to address and eliminate these weaknesses to secure and attain the social status they aspire to, achieving the public benefit, which is the loftiest goal of the marketing process.

To achieve these objectives, public facilities have embraced and kept pace with various technological advancements the world has seen since the dawn of the 21st century, especially in the fields of media and communication. This is done by relying on new media tools, such as social networking sites, to communicate with their audience and promote their public service with the aim of improving and upgrading it to meet the needs and desires of their audience. This is particularly important considering that the marketing process is fundamentally a communicative process that requires those involved to select the most popular and widely spread media among social circles to maximize the achievement of their goals.

Therefore, this study is conducted to shed light on the role of Facebook as a media tool and a promotional element relied upon by public facilities, represented by the municipality of El Jemaa Beni Hbib in Jijel province, to introduce and promote their services. This involves first revealing how this municipality uses the social networking site Facebook to promote its public service, then identifying the objectives pursued by the municipality through this process, and finally, attempting to determine the contributions of the municipality's posts on its Facebook page in improving and promoting its public service.

2. Research Problem:

Public service institutions, like other social and economic entities active in society, engage in marketing their diverse services to individuals and organizations to build a good reputation and form a positive image among citizens. They also aim to strengthen their relationships with various internal and external environmental variables. Moreover, public institutions pursue marketing practices to achieve the social concept of marketing, the latest

philosophy in marketing management, aiming for the well-being and happiness of individuals and society at large. This is because "the well-being enjoyed by individuals in a society depends on the extent of the public service provided, its quality, and its nature" (Yatou, 2012, p. 11).

These public institutions use various tools and methods to promote their activities and services, especially through mass communication channels with broad reach, notably social networking websites, that noticed a remarkable and unprecedented spread both locally and globally among individuals and institutions alike. "For example, the number of active monthly users on Facebook reached 2.7 billion in the year 2020" (Patard, 2020).

The greatest achievements in technology necessitate further attention by the institutions to explore how to leverage these platforms' multiple and diverse features, particularly in marketing, to achieve mutual benefits in the marketing process. "Social media marketing has become a major concern for top marketers and specialists in marketing and business management, transitioning from an option for institutions to a necessity" (Hichor&Kortel, 2020, p. 319).

Municipalities, as a part of public institutions, have resorted to using social networking sites to generally practice public service and specifically market their services and activities. They are considered the fundamental unit of governance and administration in Algeria, acting as intermediaries between citizens and the central administration, especially in the field of public service and the implementation of state policies.

Given the above and our observation as researchers of the presence of municipal pages on social networking sites, particularly Facebook, we decided to conduct this study to explore and reveal the role of Facebook as a communicative medium in promoting the public service provided by municipal services to citizens, focusing on the municipality of El Jemaa Beni Hbib in Jijel province. This study revolves around the main question:

- How does Facebook contribute to the promotion of public service provided by the municipality of El Jemaa Beni Hbib to its citizens?

To address this question, academic necessity led us to formulate the following sub-questions:

- How is public service promoted by the services of the municipality of El Jemaa Beni Hbib via Facebook?
- What objectives does the municipality of El Jemaa Beni Hbib aim to achieve by relying on Facebook for promoting its public services?
 - How do the posts on the Facebook page of the municipality of El Jemaa Beni Hbib contribute to the promotion of public service?

The Role of Facebook in Enhancing Public Services in Municipalities: A Case Study of the Municipality of El Jemaa Beni Hbib in Jijel Province as a model

3. Objectives and significance of the research:

3.1 Research Objectives:

This research paper seeks to achieve a set of objectives :

- Understanding how the municipality of El Jemaa Beni Hbib promotes public service via Facebook.
- Identifying the objectives sought by the municipality of El Jemaa Beni Hbib in relying on Facebook to promote its services.
- Exploring how the posts on the Facebook page of the municipality of El Jemaa Beni Hbib contribute to the promotion of public service.
- Highlighting the role of municipalities, represented by the municipality of El Jemaa Beni Hbib, as public and administrative organizations that contribute to, initiate, and participate in social development, working to maintain balance and stability in society.

3.2 Significance of the research:

This research highlights a fundamental topic within society

The importance of this study stems from highlighting a very important topic within society that occupies the public interest at both local and national levels, namely, the public service provided by administrative public facilities represented by municipalities to individuals. This service is considered the administrative link closest to the citizen, striving to achieve and provide aspects of development within society through various services for the public good.

Furthermore, the significance of this study lies in its attempt to uncover the role played by the activities of the municipality of El Jemaa Beni Hbib on Facebook in improving and promoting the public service it offers to individuals and organizations within society. This is done by first examining how it promotes its services and activities via Facebook, then revealing the objectives the municipality of El Jemaa Beni Hbib aims to achieve through its use and reliance on Facebook to promote and introduce various service projects and activities it undertakes. Additionally, the study aims to reveal the manifestations of how the municipality's Facebook page posts contribute to the promotion of public service.

4. Study Concepts:

This study, focusing on the role of "Facebook" in promoting public service by municipalities, encompasses several concepts, which we will address as follows:

4.1 Facebook:

- **Theoretically:**

Facebook is defined in the Media and Communication Dictionary as "a social networking site founded in 2004 that allows its users to create profiles or personal accounts. Initially set up for university students, faculty, and staff, it has expanded to include all individuals within society." (Mercel, 2009, p. 117)

Facebook is also described as "a social networking site that enables individuals and institutions from around the world to stay connected, make friends, establish relationships, and conduct transactions in the virtual world. It also allows its users to share photos, videos, express opinions and ideas, and communicate and interact with others through open and direct conversations and discussions." (Singh & Abdul Aziz, 2021, p. 289)

- **Operationally:**

In this study, "Facebook" refers to one of the social networking sites that emerged with the second generation of the internet or interactive internet. It has facilitated the opportunity for individuals and organizations to express their opinions and ideas, share and promote them with others in a virtual environment that disregards temporal and spatial boundaries, whether in the form of written texts, images, or videos, aiming to achieve a variety of goals depending on the user.

4.2 Role:

According to Oxford Dictionary the word role means the function or position that sb has or is expected to have in an organization , in society, or in a relationship'' (Oxford Advanced Learner's Dictionary, 2000, p 1155)

Farouk Maddas defines it as "a term used in sociology, psychology, and anthropology with different meanings. It refers to a manifestation of the social structure on a specific social situation characterized by a set of personal qualities and activities. It can also be a model based around certain rights and duties associated with a specific status within a group or a particular social situation. The role of a person in any situation is determined by a set of expectations adopted by others as well as the person himself." (Maddas, 2003, p. 120)

4.3 Promotion:

Defined by Abdel Hamid Abdel Mahdi as "the transition of an employee from a certain job grade to a higher one, which allows him to gain access to greater benefits and responsibilities."(Mehri, 2016, p. 42)

4.4 Public Service:

It is defined as "the necessary needs for preserving human life and securing its welfare, which must be provided for the majority of individuals and adhered to in the method of provision, with the interest of the majority of the society being the primary driver of any policy in service affairs aimed at raising the living standards of citizens." (Chabi&Awaj, 2021, p.797)

The Role of Facebook in Enhancing Public Services in Municipalities: A Case Study of the Municipality of El Jemaa Beni Hbib in Jijel Province as a model

It is also defined as "all types of services that can only be exploited within a collective framework, mandatorily available according to the principle of equality as stipulated by legal texts, and necessarily exploited irrespective of market rules. The state bears the responsibility of providing and performing these services as well as supervising them." (Boukhalfa&Abish, 2021, p. 546)

In this study, "public service" refers to the array of administrative activities conducted by the services of the municipality of El Jemaa Beni Hbib in various life domains with the aim of serving the public good. This aims to enable citizens to obtain moral and material benefits on the one hand, and contribute to achieving local social development on the other hand.

4.5 Promoting Public Service:

In this study, promoting public service refers to enhancing the level of services provided by the municipality to its audience (individuals and organizations). It involves elevating these services from one level to a better one in terms of their quality and quantity, meaning to extend them to as many individuals and organizations as possible and to expand the areas they cover.

4.6 The Municipality:

Defined under the Municipal Law 11-10 as "the basic territorial community of the state, endowed with legal personality and independent financial liability. It is considered the decentralized territorial base and a space for the exercise of citizenship, forming a framework for citizen participation in managing public affairs. It possesses a name, territory, and a main headquarters, constituting the institutional framework for practicing democracy at the local level and neighborhood management through the municipal council, and through initiating local initiatives aimed at encouraging citizens to participate in improving their living conditions." (Halilou&Merabet, 2018, p.164)

The municipality is also defined as "a part of the national territory inhabited by people representing a group of population linked by social and professional relationships, who seek to exchange benefits and achieve common interests through cooperation." (Abba & Sebti, 2021, p. 220)

The municipality is a public administrative institution with a service-oriented nature, led by the elected president of the municipal council. It comprises various technical and human services dedicated to providing public services to citizens within its geographic territory, aiming to achieve the public good by working to improve their living conditions and maintain balance and stability within society.

5. Study Methodology and Tools :

5.1 Study Method:

We have chosen to adopt the case study method in this qualitative research in order to achieve the objectives of our study.

"Case studies as a kind of qualitative methodologies, is characterized by the flexibility that allow the researcher to make some modifications in any part of the research and whenever is required. Case study is defined as the method that explores delimited entities, such as communities and organizations, but also singular individuals and events. In addition, to their inherent interest, a purpose of case studies is normally to arrive at descriptions and typologies which have implications for other social systems" (Jensen, 2002, p 239)

Case study is one of the most widely used and accepted means of qualitative research methods in the social sciences, it is particularly useful to employ when there is a need to obtain an in-depth appreciation of an issue, event or phenomenon'' (Coombs, 2022, p

defined as "the approach aimed at collecting scientific data related to any unit, whether an individual, institution, or social system, with the intent of obtaining information related to the studied unit and other similar units." (Al-Mahmoudi, 2019, p. 56) This method will be used to reveal the role played by "Facebook" as a promotional element relied upon by the municipality of El Jemaa Beni Hbib in Jijel province for promoting and improving its public service.

This scientific methodology is characterized by its flexibility, allowing us to modify the study questions to align with the study's objectives, especially if the original questions are less relevant to the topic.

This scientific methodology is characterized by its flexibility, allowing us to modify the study questions to align with the study's objectives, especially if the original questions are less relevant to the topic. Our choice of this method also stems from its capability "to intensively study a phenomenon over a period of time within its natural environment in one or a few locations, by employing a diverse set of data collection tools such as interviews, observation, and records and documents." (Batcharji, 2015, p.271)

5.2 Study Tools:

The research based on the interview as a tool of collecting data in its unstructured form.

The interview methodology is a potential data collection tool, it is a kind of interaction between the interviewer and the interviewee. Doing qualitative interview is likely to be the overwhelming dominant

The Role of Facebook in Enhancing Public Services in Municipalities: A Case Study of the Municipality of El Jemaa Beni Hbib in Jijel Province as a model

mode of interviewing in qualitative research, this type of interview differs in key ways from structural interviews. First, the relationship between the researcher and the participant is not strictly scripted. Second, there is no need for any uniform behavior or demeanor for every interview (Yin, 2016, p 141). Besides, the researcher needs the interviewee own words and perceptions.

It is defined as: "A direct interview between the researcher and the respondent, in which the researcher poses a limited number of questions and leaves other questions to evolve as needed, depending on the subject, the nature of the interview, and the study's objectives." (Qandilji& Al-Samarrai, 2009, p. 304)

It can also be described as a "free and open interview characterized by flexibility and no restrictions. Its questions can be modified, substituted, increased, or decreased according to the circumstances and the respondent's needs. This is done to encourage the respondent to freely express themselves, their opinions, thoughts, and positions." (Dawidi, 2000, p. 326)

The interview is divided into three sections as follows:

- **Section 1:** Contains questions related to how the municipality of El Jemaa Beni Hbib promotes public service through its Facebook page.
- **Section2:** Contains questions related to the objectives pursued by the municipality in using Facebook to promote its services.
- **Section 3:** Includes questions about the contributions of the publications on the municipality's Facebook page in promoting public service.

6. Sampling frame and study population:

The population of this study includes the officials of the municipality (the president of the municipal council and his deputies, the secretary-general, committee chairs, and department heads). However, this population of study means the general concept of all group we are assesing. The researchers chose this population intentionally, defined as: "The sample that the researcher deliberately selects due to the presence of evidence indicating that it represents the original population, through the availability of the necessary data in the individuals of this sample." (Hamdi, 2017, p. 107).

The president of the municipal council, as a representative of the entire municipality, was chosen for this study to conduct it based on the following considerations:

- The ability of this official, who is considered the top authority within the municipality, to achieve the study's objectives and answer its questions.
- The familiarity and knowledge of this official with all the intricacies of publishing on the municipality's Facebook page, as one of the individuals responsible for its management.
- The nature of the tool used to collect information, which is the in-depth interview, which is directed towards officials and experts who have sufficient information about the studied phenomenon.

7. Theoretical Approach:

The theoretical is an important step in conducting any scientific research in order to understand various phenomena, interpret them, and reveal the underlying relationships between their variables. Hence, our study adopts the theory of media richness.

7.1 Definition of Media Richness Theory:

Media richness theory is one of the prominent theories that assist in explaining the relationship between mass media and other communication variables. It is one of the most widely used theories when dealing with the interactive relationship between the audience and mass media.

"The basic idea of this theory is that mass media differ in their ability to facilitate understanding and influence. Traditional and new media can be classified as media with high or low richness, which requires the communicator to select the most suitable medium for each communication situation to balance the richness of the medium and the ambiguity of the subject (message)." (Bousif, 2020, p. 01)

7.2 Emergence of the Theory of Media Richness:

Media richness theory is an ingenious theory of organizational communication that makes predictions about behavior and outcomes in connection with various communication media, in this theory different media are classified according to their degree of richness, which varies depending on the degree to which media incorporate certain characteristics" (Kock, 2010, p 20)

Richard Daft and Robert Lengel are considered to be the pioneers in formulating the concept of media richness, and this occurred in the year 1986. Media richness refers to the capability of media to enhance understanding by reducing uncertainty and ambiguity. These terms, uncertainty and ambiguity, refer to words and events that carry more than one meaning. This assists the message producer in choosing the appropriate medium for the communicative situation based on the degree of subject ambiguity.

The Role of Facebook in Enhancing Public Services in Municipalities: A Case Study of the Municipality of El Jemaa Beni Hbib in Jijel Province as a model

Daft, Lengel, and Travino linked richness to learning from the communicative message. They argued that communication becomes richer when it overcomes obstacles and sources of interference that may hinder the realization of the goal of the communicative process. Clarity in the message is essential for disseminating it effectively and bringing about an impact and change in ideas and perspectives (Bousif, 2020, p. 01).

7.3 Uses of the Theory:

This theory is employed to study the criteria for choosing among media according to their informational richness. It posits that the effectiveness of communication depends on selecting the appropriate media and the degree to which they are used. The theory primarily focuses on interactive forms of communication in both directions between the sender and the receiving audience. According to the theory of media richness, media that provide immediate feedback are richer, and the less ambiguity there is, the more effective the communication becomes (Tala, 2019, p. 180).

7.4 Assumptions of the Theory:

This theory is based on two fundamental assumptions:

Media and technology possess a significant amount of data and information, in addition to the diversity of content they offer. Consequently, these media can overcome the uncertainty and doubt that many individuals experience when exposed to them (Tarrabishi & Al-Sayyid, 2006, p. 219).

The media richness of a communication medium depends on four key factors: its ability to facilitate the sharing of communicative content (verbal, non-verbal), personal focus on the medium, immediate feedback, and linguistic diversity (Dennis & Kinney, 1998, p. 258).

7.5 Application of the Theory to the Study Topic:

The assumptions and ideas of this theory can be applied to our study topic titled "The Role of Facebook in Enhancing Public Services in Municipalities: A Case Study of the Municipality of El Jemaa Beni Hbib in Jijel Province as a model" as follows:

El Jemaa Beni Hbib Municipality in the province relies on and chooses social media platform "Facebook" as a means of communication and information among various traditional and modern mass communication media to interact with its community. Regarding the richness and capabilities of this medium, characterized by positive features and widespread usage in the social sphere, it ensures the effectiveness of its communication processes, especially considering its effective role in communication.

The capability of El Jemaa Beni Hbib Municipality in the province, through the application of the ideas of the theory of media richness, enables it to provide abundant information on its dedicated Facebook page regarding its various activities and developmental projects. This information is

disseminated effectively through immediate and synchronized interaction with page followers through likes, comments, and sharing of posts, among other forms of communication.

All of these are communication tools that increase the opportunities of involving users from the target audience in managing public affairs by expressing their opinions and ideas regarding various projects and developmental activities within the community. This enhances their understanding and reduces the level of ambiguity and obscurity concerning different developmental projects carried out by the municipality in reality, ensuring a positive change in the quality of public service offered to citizens.

8. Field Framework of the Study:

8.1 Methods and Promotion Strategies for Public Services by El Jemaa Beni Hbib Municipality via Facebook:

- Types of public services that El Jemaa Beni Hbib Municipality is keen on providing to citizens, according to the President of the Municipal People's Council:
- Through the interview conducted with the Mayor of El Jemaa Beni Hbib Municipality (Boulahchab, 2022), it was revealed that among the services the municipality is committed to providing and ensuring for its citizens are:
- Civil status services such as (driving licenses, biometric passports, building permits, national identity cards, birth certificates, marriage certificates, death certificates, connections of houses to gas, electricity, and drinking water networks...)
- Achieving local development at the municipal level, including (road construction and paving, street planning, construction and maintenance of sidewalks, naming and numbering of streets, and the establishment of public lighting, as well as the construction of water mains and sewage channels).
- Ensuring the cleanliness of the environment through garbage collection, achieved by establishing a precise program in this regard, and this is evident through the municipality's acquisition of pressure trucks for adequate waste disposal.
- Preserving public health by preventing the spread of diseases among people and monitoring homes and shops for proper waste disposal.
- Establishing cultural and sports institutions such as (sports and cultural clubs, schools, municipal libraries, associations, and neighborhood playgrounds).
- Creating green squares and public parks and maintaining their cleanliness and beauty.

The Role of Facebook in Enhancing Public Services in Municipalities: A Case Study of the Municipality of El Jemaa Beni Hbib in Jijel Province as a model

- Monitoring and regulating markets by inspecting cafes and restaurants and monitoring the goods offered for sale.
- Prevention of hazards through raising awareness among citizens about natural disasters such as floods and fires.

From the above, it is evident that El Jemaa Beni Hbib Municipality is committed to providing public services that are in the interest and concern of its citizens, ensuring a decent living and a life of well-being. This is guaranteed by the municipal law and administrative law, which ensure the citizen's right to development and a decent life.

- **Mechanisms and methods used by your departments to communicate and promote various public services to its citizens:**

The Mayor of El Jemaa Beni Hbib Municipality, Mr. Abdelmalek Boulahchab, stated that among the methods and mechanisms used by the municipality to promote and provide its services to citizens are wall advertisements published through the designated billboard. These billboards encompass various topics in all fields that concern citizens.

This can be interpreted as citizens being accustomed to such advertisements. In addition, this type of advertisement is cost-effective and requires less effort. Some segments of society, especially the elderly, often rely on wall advertisements as they are accustomed to this type and may not have experience in using electronic advertisements.

Furthermore, Among the means used are specialized electronic portals, that citizens resort to for requesting services after filling out the required forms and data. These portals have been created in order to provide civil status documents such as ID cards and passports. This confirms the commitment of the El Jemaa Beni Hbib Municipality to harness modern information and communication technologies and reduce paper document transactions. This aims to transition towards e-government in providing public services, which in turn saves time, effort, and cost while achieving equality among citizens in accessing public services.

Among the means used according to the statement of the Mayor of El Jemaa Beni Hbib Municipality is the use of social media platforms, especially Facebook, for the purpose of presenting and promoting municipal services through the official page of the municipality, which is named "Official Page of El Jemaa Beni Hbib Municipality. Additionally, the personal account of the Mayor is used under the name "Abdelmalek Boulahchab." This is done by placing municipal-related services in an efficient digital format characterized by speed and transparency compared to traditional methods that require a lot of effort and time.

This can be explained by the fact that El Jemaa Beni Hbib Municipality is one of the institutions that seeks to use these modern technologies in presenting and promoting its various activities, works, and services on one hand, and communicating with its citizens on the other hand.

This confirms that the municipality under study is keen on updating public services and transitioning from the traditional model to improve services, and enhance the relationship between the administration and the citizens, which is part of the local development program. Thus, the use of new technologies plays a pivotal role in enhancing the public services in this municipality.

8.2 Objectives of El Jemaa Beni Hbib Municipality in Using Facebook to Promote its Public Service:

One of the reasons that led the Mayor of El Jemaa Beni Hbib Municipality to heavily rely on using the Facebook platform to provide and promote public services can be found in the statement of Mr. Abdelmalek Boulahcheb.

One of the most important reasons is the communication with citizens, responding to their inquiries and demands, in addition to informing the public about various achievements and municipal services. This confirms that El Jemaa Beni Hbib Municipality, led by the Mayor, is striving to:

- Modernizing public services to ensure proper care of citizens' needs and presenting their services in a digital form.
- Keeping up with technological advancements and enhancing the quality of municipal public services.
- Using Facebook for promotion and service delivery is the only guarantee for delivering information to citizens, as Facebook is one of the most widely used social media platforms by citizens.
- Understanding citizens' concerns by browsing their responses through the comments section, as well as their interactions. This aims to address their concerns, needs, and identify deficiencies and development-related demands at the municipal level.
- Introducing various achievements, activities, and works carried out by El Jemaa Beni Hbib Municipality.
- Informing the public and explaining some issues and inquiries that citizens may need to know about, such as health, cleanliness, natural disasters, road works, and risk prevention.

• The objectives that El Jemaa Beni Hbib Municipality seeks to achieve through the use of Facebook to explain and promote its services and activities:

Among the most important objectives that El Jemaa Beni Hbib Municipality aims to achieve through the use of Facebook in providing public services, according to the statement of the Mayor, we find: achieving external

The Role of Facebook in Enhancing Public Services in Municipalities: A Case Study of the Municipality of El Jemaa Beni Hbib in Jijel Province as a model

communication with citizens, in addition to clarifying various concerns that citizens are looking for. It also aims to bring the administration closer to citizens.

This indicates that El Jemaa Beni Hbib Municipality aims to bring the municipality closer to its citizens by ensuring that citizens are fully informed about all the services and activities offered by the municipality in order to meet their desires and needs and improve the public services provided. It also emphasizes the importance of communication and interaction with citizens by responding to their comments, opinions, needs, and demands related to their daily lives. Additionally, it is committed to raising awareness among citizens about environmental, environmental, cleanliness, and public safety activities.

This is because "External communication of the Algerian institution in general, and the public institution in particular, affects the institution's administrative, social, and developmental activity because effective communication in its methods and means ensures the moral and material conditions for work and social interaction." (Ajghifer, 2006, p. 13)

8.3 Contributions of the publications of El Jemaa Beni Hbib Municipality on Facebook in promoting and improving its public services, according to the Mayor:

Positives of El Jemaa Beni Hbib Municipality's use of Facebook in promoting its services and communicating with its audience:

Among the positives mentioned by the Mayor, we can highlight:

- Achieving effective communication with citizens.
- Clarifying some contradictions, problems, and rumors promoted by unknown sources to mislead public opinion.
- Informing the public with accurate and credible information.
- Covering all segments of society with information and news, as Facebook achieves comprehensive and rapid coverage of all users of the platform.

And from here, it can be interpreted that the Mayor El Jemaa Beni Hbib Municipality emphasizes the positive role of Facebook as one of the means to promote and present public services for the municipality. Considering it as a technology with unique characteristics that keeps citizens continuously informed about all the services offered by the municipality. It also achieves responsiveness from the population regarding health and public cleanliness, in addition to achieving citizen satisfaction with the public services provided by the municipal council.

- **The Role of El Jemaa Beni Hbib Municipality's Facebook Page Posts in Informing Public Opinion about its Activities:**

The response of the Mayor highlights the role of posts on the municipality's Facebook page in understanding public opinion about the public services provided by the municipality.

the Mayor of El Jemaa Beni Hbib Municipality maintains continuous communication with the citizens by reviewing their opinions, suggestions, and demands through the official page of the municipality or his personal account. This is regarding everything related to the municipality's jurisdiction.

It aims to take these concerns into consideration, respond to them, and clarify unclear issues, on one hand, and meet their demands on the other hand. This reflects the significant interaction between the communication representative represented by the Mayor of El Jemaa Beni Hbib Municipality, Mr. Abdelmalek Boulahchab, and the public represented by the municipality's residents.

- **The Contribution of Using "Facebook" in Promoting the Municipality's Services and Facilitating the Administration of Municipal Affairs:**

The Mayor praised the use of Facebook in presenting and promoting public services and emphasized its significant contribution to the administration of municipal affairs. Mr. Abdelmalek Boulahchab stated that the use of the official page and his personal account as electronic platforms for disseminating all the public services provided by the municipality made it easy for them to understand the top priorities and main concerns of citizens, especially at the local development level. He also highlighted the importance of citizens' demands.

This confirms that El Jemaa Beni Hbib Municipality attaches utmost importance to meeting these demands and giving them priority in accordance with the municipality's budget. This is particularly significant because "e-local administration contributes to local development by facilitating the provision of services and improving their quality, enhancing the municipality's relationship with citizens and their satisfaction with the service performance in response to their requests" and "providing public service electronically achieves equality among citizens by enabling them to obtain documents following specified procedures and reducing administrative complications" (Tabina, 2020, p. 544).

Furthermore, taking into account the various suggestions and opinions of citizens regarding the municipality's activities, services, and tasks has facilitated achieving good and effective performance and ensuring equality among them in line with the needs and desires of citizens.

- **Contributions of the Municipality's Facebook Page Posts to Enhancing Public Services Provided to Citizens:**

The Mayor's response was very positive concerning the contribution of Facebook to enhancing public services for citizens, especially in terms of ease of communication with citizens and bringing public services closer to them.

The Role of Facebook in Enhancing Public Services in Municipalities: A Case Study of the Municipality of El Jemaa Beni Hbib in Jijel Province as a model

Facebook, being a new and fast technology, ensures the delivery of information and news related to the municipality's activities to all segments of society and ensures feedback. this is absolutely true if we consider that "developing and updating public services can only be done with the participation of those who receive these services, namely the citizens. In this regard, opening various communication channels is one of the most important ways to improve the performance of municipalities in order to accurately identify their needs and motivations" (Yatou, 2012, p. 155).

Facebook has a significant impact on citizens' opinions through its use of simple language and style in addressing them, contributing to the enhancement of public services for the municipality.

9. CONCLUSION:

Ultimately, we have shed light in this research on marketing in public facilities with a service and administrative nature, represented by El Jemaa Beni Hbib Municipality in Jijel province. We focused on the role of Facebook as an a mediatic tool used by the municipality to promote and introduce various activities. For the public.

In this study, we have identified the methods and strategies used by the municipal authorities of El Jemaa Beni Hbib in utilizing Facebook to promote their services. Furthermore, we have also learned about the objectives pursued by this municipality through its adoption of Facebook as a promotional means for its public services. Additionally, we have examined the contributions of the municipality's Facebook page posts in enhancing and improving its public services for the common good.

This study is a humble attempt to shed light on the topic of marketing in the public sector, specifically at the municipal level. We hope that it serves as a prelude to conducting further research and studies in the future, approaching this subject from different angles and perspectives, contributing to the accumulation of scientific and knowledge.

10. References:

- 1-Oxford Advanced Learner's Dictionary, Oxford university press, 2000
- 2- Ned Kock (2010) evolutionary psychology and information systems research, a new approach to studying the effect of modern technologies on human behavior, Springer New York, London
- 3- Hyden Combs (2021) case study research defined, single or multiple-
www.researchgate.com
- 4- Dennis, A., & Kinney, S. (1998). "Testing Media Richness Theory in the New Media: The Effects of Cues, Feedback, and Task Equivocality. Information Systems Research," 09(03), 256-274.

- 5- Mercel, D. (2009). "Dictionary of Media and Communication." New York: Sharpe.
- 6- Patard, A. (2020, January 06). "Les 50 chiffres à connaître sur les médias." Retrieved June 22, 2022, from BDM: <https://www.blogdumoderateur.com/50-chiffres-medias-sociaux>
- 6- Singh, B., & Abdul Aziz, A. (2021). "Integrating Facebook as a Platform of Discussion Among ESL Learners" in. Malaysian Journal of Social Sciences and Humanities, 06(04), 287-296.
- 7- Klaus Bruhn Jensen (2002) a handbook of media and communication research , qualitative and quantitative methodologies ,Routledge, NewYork
- 8- Robert .K. Yin (2016) qualitative research from start to finish , the Guilford Press, New York
- 9- Abbla, K, & Sabti, R. (2021). "The Role of Electronic Administration in Supporting Organizational Performance Indicators at the Municipality in Algeria - The Case of Ain Benian Municipality in Algiers." Journal of Humanities and Social Studies, Issue 10, Volume 01, pp. 217-228. In Arabic
- 10 - Ajghifir, T. (2006). "The Reality of Communication in Algerian Institutions." Constantine: Mentouri Mahmoud University, Algeria. In Arabic
- 11- Al-Tarabishi, M, & Al-Sayid, A. (2006). "Theories of Communication." Cairo: Dar Al-Nahda Al-Arabia. In Arabic
- 12 - Batcharji, N. (2015). "Research in Social Sciences: Principles, Methods, and Practices (2nd Edition)." Amman: Dar Al-Yazouri Scientific Publishing and Distribution. In Arabic
- 13- Boukhalfa, R, & Abich, Samir. (2021). "Public Services in Algeria in Light of External Communication with the Municipality." Journal of the University of Psychological and Educational Studies, Issue 06, Volume 02, pp. 541-567. In Arabic
- 14- Boulahchab, B. (2022). (Hicham Chakarda, and Mourad Shtawan, Moderators)
- 15- Bousif, Jamal. (2020). "Lectures in Media and Communication Theories." Sidi Bel Abbès, Algeria: Faculty of Humanities and Social Sciences, University of Djilali Liabès. In Arabic
- 16- Chabi, S, & Awaj, S. (2021). "The Mental Image of the Algerian Citizen towards Local Administration in Light of Measures to Improve Public Municipal Service - A Field Study on a Sample of Citizens in Eastern Algeria (Annaba, Setif, Constantine, Mila)." Al-Mu'ar Magazine, Issue 25, Volume 59, pp. 792-815. In Arabic
- 17- Dawidi R,W. (2000). "Scientific Research: Theoretical Fundamentals and Scientific Practice." Damascus: Dar Al-Fikr. In Arabic
- 18 - Halilou, N, & Merabet, C. (2018). "The Role of E-Government in Improving Municipal Services in Algeria - A Field Study on a Sample of Citizens in the Ouadi." Journal of Human and Social Sciences, Issue 07, Volume 28, pp. 161-178. In Arabic
- 19- Hamdi, M. (2017). "Research Methodology in Media and Communication Sciences (Theoretical Lessons and Applications)." Amman: Dar Osama for Publishing and Distribution. In Arabic

**The Role of Facebook in Enhancing Public Services in Municipalities:
A Case Study of the Municipality of El Jemaa Beni Hbib in Jijel
Province as a model**

- 20- Hichor, S, & Kurtel, F. (2020). "Social Media Marketing Between Opportunities for Success and Risks of Failure." *Journal of Humanities*, Issue 31, Volume 02, pp. 319-337. In Arabic
- 21- Maddas, F. (2003). "Dictionary of Sociological Terms." Algeria: Dar Moudi for Printing, Publishing, and Distribution. In Arabic
- 22- Mehri, A. (2016). "The Impact of the Development of Administrative Activity on the Exercise of Presidential Authority." Iraq: College of Dijlah Library. In Arabic
- 23- Qandilji, A, & Al-Samarrai, I. (2009). "Quantitative and Qualitative Research." Amman: Dar Al-Yazouri Scientific Publishing and Distribution. In Arabic
- 24- Tabina, H. (2020). "Applications of the Electronic Municipality Project in Algeria." *Journal of Legal and Social Sciences*, Issue 05, Volume 03, pp. 533-548. In Arabic
- 25- Talha, L. (2019). "Theories of Social Media Networks and Their Impact on Traditional Media." *Journal of Humanities and Social Studies*, Issue 08, Volume 02, pp. 173-196. In Arabic
- 26- Yatou, R. (2012). "The Role of Municipalities in Providing Local Public Services in Algeria." Algeria: Faculty of Political Science and Information. University of Algiers 3. In Arabic