

# *Implementation of Public Service Policy at Camat Sunggal Offices in Deli Serdang District*

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**Abstract—** This research aims to find out the implementation of public service policy in the Deli Serdang district is reviewed from indicators of communication, resources, disposal and bureaucratic structure. This research was designed using qualitative approximation. The informant is an officer of the Camat Sunggal Office of Deli Serdang district and a community that has sufficient knowledge and is able to explain the actual situation of the research object. Data analysis is done qualitatively. The results show that (1) communication has been conducted well, demonstrated by the behavior of the staff being friendly, gentle and gentle, but still controlled by a low awareness of the public to follow and abide by the provisions, (2) the staff resources are sufficient in terms of quantity, but it is still necessary to improve discipline in time and suitability and consistency with provisions laid down in the completion of the duty of service to ensure accountability of the performance of the officer, (3) the disposition has been well implemented characterized by a high consciousness of the entire element of leadership and the staff about the duties, responsibilities and authority as a public servant, (4) the bureaucratic post structure is running well in accordance with the substantive tasks and functions by implementing the terms of the activities of the service according to the regulations in the respective fields.

**Keywords—** Public, Policy, Implementation.

## I. INTRODUCTION

The maintenance of public services is an effort of the State to satisfy the basic needs and civil rights of every citizen of a State on goods, services, and administrative services provided by the public service organizer. Public service can be defined as any form of service, whether in the form of public goods or public services, which in principle is the responsibility and implemented by government agencies in the centre, in the region, and in the environment of State owned enterprises or regional owned Enterprises, in an effort to meet the needs of the public or in the framework of the implementation of the provisions of legislation. (Ratminto & Winarsih, 2007). Other opinions give the understanding that public service is to serve the needs of persons or communities or organizations that have an interest in the organization, in accordance with the basic rules and procedures defined and aimed at providing satisfaction to the recipients of the service (Hardiyansyah, 2011). Since the introduction of regional autonomy, public services have become much discussed, because public services are one of the variables that are the measure of the successful implementation of local autonomy. If the public service performed by the local government

is good or quality, then does not exclude the possibility of implementation of regional autonomy can be said to be successful function of service to the public related to the role of the government as a catalyst in the fulfilment of the interests of the public. Quality service is a demand both external and internal. Externally, services are an excellence within the current of globalization that powers to stifle elements that are unable to compete because of capacity that does not meet the qualifications of global competition. (Ratminto, dan Atik Septi Winarsih, 2005). Public service can be understood as any form of public service activities carried out by Government agencies in the Centre, in the Region and in the environment of State-owned enterprise bodies and/or regions in the form of goods and or services either in order to strive for the needs of the community or in the context of the implementation of the provisions of the laws and regulations.

## II. LITERATURE REVIEW

### 2.1. Public Policy

Quality is a dynamic condition that affects products, services, people, processes, and the environment that meet or exceed expectations (Tjiptono, 2001). So that the definition of service quality can be interpreted as an effort to fulfill the needs and desires of consumers and the accuracy of delivery in balancing consumer expectations (Tjiptono, 2007). Service quality (service quality) can be known by comparing the perceptions of consumers on the services they actually receive/get with the services they actually expect/want on the service attributes of a company. If the service received or perceived is as expected, then the service quality is perceived as good and satisfactory, if the service received exceeds consumer expectations, then the service quality is perceived as very good and of high quality. Conversely, if the service received is lower than expected, then the service quality is perceived as bad.

### 2.2. Implementation of Policy

From the etymological point of view, the definition of implementation according to Wahab Abdul (2008) comes from the English language to implement (implementing) means to provide the means for carrying out (providing the means to carry out) and to give practical effect to (to have an impact on something). According to Joko Widodo (2010) it is understood that implementation is a process involving a number of resources including human resources, funds and organizational capabilities carried out by the government or private (individual or group).

Current objective conditions indicate that the performance of public service bureaucracy is still far from the expectations of the public. The results of Dwiyanto, dkk (2002) research in some areas in Indonesia found that the performance of public service bureaucracy in the area is still far from what is expected to be seen in terms of accountability, responsiveness, efficiency, and service orientation. This is shown by the continuing neglect of the interest of the user of services in the maintenance of public services; the norms and criteria of services are still determined by procedures and scrutiny or *juknis*; still weak capacity of government agencies in responding to complaints of the community of users of services; seriously putting the quality of services as the center of bureaucratic behaviour is still very far as is seen from the tendency of energy spent by government agency in organizing public services is still extremely limited.

With a lack of public service, it is easy to understand, given that the government's bureaucracy at the time was an effective instrument for the rulers to maintain their power. Officials place themselves more as rulers than servants of the community. As a result, the attitude and behaviour of the government apparatus in the maintenance of public service tends to ignore the aspirations and interests of the public. Moreover, the high paternalistic culture has contributed to the deterioration of the public service system through the placement of political and governmental elites as the dominant variable in the maintenance of public service. Political and governmental elites, and/or those close to them, often gain special treatment in the maintenance of public service. (Dwiyanto dkk, 2002).

Since 1999, the Indonesian nation has entered a new phase in the maintenance of regional autonomy marked by the passing of the Act No. 22 of 1999 on Regional Government, which was subsequently replaced by the Law No. 32 of 2004 as it has been last amended several times by the Act no. 12 of 2008 on the Second Amendment of the Law no. 32 from 2004 on Regional Governance. The implementation of the autonomous policy of the region has prompted structural, functional, and cultural changes in the order of maintenance of local government, so it is expected to improve the capacity and effectiveness of the local government in organizing quality public services according to the expectations of the people.

The public service carried out by the government in the era of regional autonomy is now undergoing renewal, both in terms of paradigm and form of service as the demands of the public increase and changes within the government itself. Nevertheless, that renewal on both sides has not yielded satisfactory results. This can be seen from the continuing number of complaints or grievances from the public about the maintenance of public services carried out by the government apparatus in various sectors of services, such as regarding the procedures and mechanisms of the work of services that are confusing, untransparent, less informative, less accommodative, incoherent, lack of guarantees of certainty (law, cost, and time), as well as many found practices of wild bribes and countermeasures that indicate deviations and NGOs. (Kep. Menpan No. 26 Tahun 2004). The Law No. 25 of 2009 on Public Service also states that today public service maintenance is still faced with conditions that are not in line with the needs and changes in various areas of social, national and national life. This could be caused by a lack of readiness to respond to a wide-ranging value transformation and the impact of complex development problems. Meanwhile, the new order of society is faced with global hopes and challenges driven by advances in science, information, communications, transport, investment and trade. Such conditions need to be addressed wisely through measures of continuous and continuous activity in various aspects of development. This requires a concept of a public service system that contains values, perceptions, and standards of behavior capable of realizing human rights as mandated by UUD 1945 can be applied so that the public obtains services in accordance with the hopes and ideals of national goals.

The Law No. 25 of 2009 also explicitly mentions the system of maintenance of public services, such as service standards; service information; management of service information systems; the management of facilities/prasarana and service facilities; service costs/tariffs; execution behaviour in the service. This is demonstrated by such things as: procedures that are sometimes still chaotic, no certainty of the timing of completion, untransparent requirements, less responsive attitudes of officials to the community served, or the attitude of officers who are still discriminating against the community in need of service, thus creating a poor image of the government especially in the Camat district office. To overcome these conditions, efforts must be made to continuously improve the maintenance of public services in order to a superior public service.

### III. RESEARCH METHODS

This research uses descriptive-qualitative methods. Soemanto (2005) argues that descriptive-qualitative research tries to describe what exists (maybe about conditions or relationships, growing opinions, ongoing processes, consequences or effects OCCURRING OR DEVELOPING TENDENCIES). In accordance with the formulation of the problem and the purpose of research as mentioned above, then the focus of this research is the Implementation of Public Service Policy in Sunggal district of Deli Serdang. Implementation of a public service maintenance policy is defined as the implementation or implementation of maintenance of public service as mandated by the Public Service Act No. 25 of 2009, which includes: service standards, service information, public service information systems, management of public services facilities and facilities, public services charges/tariffs, and implementing behaviour in the service. Indicators of successful implementing of the public services maintenance policy are seen from four factors as presented in Edward III's policy implementation model: (1) communication, that is, communication between the government and the public; (2) resources, which is the availability of human resources and adequate financial resources; (3) dispositions, which are the attitudes of the executive (officials) such as honesty, commitment, and bureaucratic; (4) are designed in a flexible manner of structures and structures that are easy-to-conceive the organization-specific. The type of data collected for analysis in this study is primary data or data that comes directly from the informant/respondent designated. Besides, also collected secondary data that come from written documents, which serves as a supplement to the data primary. The data analysis techniques used are descriptive-qualitative, with the following procedures or measures (Arikunto, 2002) consist of data assessment, analysis and interpretation of data, conclusion on the results of analysis and interpretation of data.

### IV. RESULTS AND DISCUSSION

#### A. Description of Interview Results

As has been stated in the Law No. 25 of 2009 on public services and to reveal how the implementation of the Public Service Maintenance Policy in Sunggal district of Deli Serdang district, it has been conducted interviews with informants that are officials in the field of public service and local communities, both as public figures and as recipients of services. The communication aspects of the informant argue that the communication carried out in the service is sufficient where every content of the policy, objectives and goals of the service that will be implemented by the leader always communicate first to the policy

enforcement, even the policymaker always provide socialization or explanation of the form of the program as well as the purpose and objectives of the programme of service to the target group of the community. However, the problem faced by the authorities is that it seems that the problem of implementation of the Law No. 25 of 2009 on public services has not been fully implemented, such as the issue of time in providing services to a society that takes too many hours. The resource aspect, from the same informant commented that the availability of resources needed in implementing the public service policy in the emergency office of Sunggal district of Deli Serdang is still insufficient. Because the majority of the staff, despite having adequate formal education, yet the skills in the field of duty, seem to be insufficient. Meanwhile, other supporting means and supplies are also sufficient. The aspect of disposition, the equal income informant that the attitude demonstrated by the program implementor (officer/officer), such as commitment to the best service, honesty in the honest service to the community, and enthusiasm in the devotion to the society are sufficient. Structural aspects of the organization, the informant is of the same opinion also that the structure of the organization of the service provider and the mechanism of service is sufficient, because the division of work is clear. However, there are some informants who argue that the system is chaotic and takes hours, although it is understandable to the recipient community.

### *B. Discussion*

Results of data collection according to indicators of implementation of the policy of service to the public at the Camat Sunggal Office of Deli Serdang district: Communications, Resources, Disposition and Organizational Structure. Here are the results of a study adapting some of the theories related to the indicators of this study, namely:

By analyzing the results of the interview according to the theory that the communication carried out by the government of Sunggal district of Deli Serdang about the maintenance of public services is adequate. The leadership team in the district has already communicated every policy content, objectives and targets in implementing the policy made to the policymakers in this case the officials, so the service executive also communicates to the target group, the community of service recipients. This is done so that people know the path or mechanism in taking care of their interests at Sunggal district emergency office Deli Serdang. However, the implementation of Law No. 25 of 2009 on the maintenance of public services has not been fully implemented. Resource by Edward III is the implementer's ability to both educate, the level of understanding of the objectives and targets as well as the application of program details, the ability to deliver programmes and directions, the availability of funds i.e. how much funds will be allocated and the prediction of the strength of the funds and the size of the costs for the implementation of the program/policy.

Thus, even if the content of the policy has been communicated clearly and consistently, if the implementers or policy implementers lack the resources to implement it, then the execution will not run effectively. Such resources can be human resources (officials), as well as means and supplies, implementer competence and financial resources, then it can be concluded that the resources referred to are the availability and level of available resources necessary in implementation of the program, such as: human resources, financial resources (funds / supplies), facilities and other supporting equipment available at the emergency office Sunggal district of Deli Serdang. According to Edward III, the scope of disposition is the level of commitment and honesty that can be measured by the degree of consistency between the policy implementer and the policy that has been established, the more consistent with the guideline the higher the commitment. According to with the above theory with the results of the research shows that the camat and the staff of the district had a high commitment, honesty and a high spirit of dedication in implementing the policy of maintenance of public service, as well as have a democratic nature in providing services to the public.

The aspect of this bureaucratic structure encompasses the first two important things, the mechanism, and the structure of the organization itself. Thus it can be concluded that the organizational structure in question is the organization structure of the service provider and the mechanisms/procedures of service are clear, systematic, unobtrusive, easy to understand by the recipient community. The results of the interview conducted at the Sunggal Prefectural Office in Deli Serdang district are in accordance with the observation that the Sunggal District Offices Prefecture Government has clear rules or operational rules/procedures (SOPs) in regulating the duties/functions of each person/services in the implementation of policies in particular in the public service sector.

## **V. CONCLUSION**

Based on the analysis of the data, the results of this research can be concluded by reference to the formula of the problem and purpose of the research that the implementation of the public service maintenance policy at the Jailolo district of West

Halmahera departmental office observed of four aspects or indicators, in principle has gone well, except the resource aspects for implementation, namely: still not sufficient quantity and quality of the resources of the equipment / service provider and lack of it also means / supplies and equipment and other supporting service facilities. This condition slows the time of service to the public. That has been identified 2 (two) factors that are inhibiting the maintenance of public service by the government of Sunggal district, i.e. the quality of resources of equipment and means / services, equipment and facilities supporting the service.

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