Implementation of Public Service Principles at Sabak Auh Sub-district Head Office in Siak Regency

Nuraisah* & Lilis Wahyuni

State Administration Study Program,
Sekolah Tinggi Ilmu Administrasi Lancang Kuning Dumai, Indonesia

Received: December 18, 2019; Aceptted: January 26, 2020; Published: May 8, 2020

Correspondent Author: aisabnur067@gmail.com

Abstract

This article aims to find out the implementation of the principles of public service at the Sabak Auh District Office of Siak Regency. Data were collected through observation interviews and documentation and analyzed qualitatively. The result of this study concludes that the implementation of the principles of public service at Sabak Auh Sub-District Office Siak Regency was not yet fully good there were still some weaknesses in supporting the implementation of the principles of public service at Sabak Auh Sub-district Office in Siak Regency. To implement the principles of public service at Sabak Auh Sub-District Office, Siak Regency it was guided by the vision and mission of administrative services so that public satisfaction with public services increases and the image of the Sabak Auh Sub-District Office was recognized by the community.

Keywords: Principles, Service, Public, Organization, Sabak Auh.

How to Cite: Nuraisah & Wahyuni, L (2020). Implementation of Public Service Principles at the Siak District Head Office in Siak Regency. *Jurnal Administrasi Publik (Public Administration Journal)*. 10 (1): 74-82

INTRODUCTION

During the last few decades, the public service system in Indonesia faced a lot of pressure and new challenges in line with the strengthening of global competition. It occurs because of the demands of globalization for the government to move from the safe zone and make changes, the pressure that occurs on the public service system is due to the limitation of the ability of resources that support the delivery of public services, less competent bureaucrats, and low morale and integrity that causes abuse of authority. Some severe demands for the bureaucracy in changing habits that have taken root are separating the space for government bureaucracy to catch up with other countries. Likewise, public service providers in a country, or region, must be able to compete with public service providers from other countries that have tended to be more effective, efficient, and responsive (Dwiyanto, 2018). For example neighboring country, Malaysia has implemented a public service system, making it easier for the apparatus and the public to enjoy the service. The society no longer needs to take care of the administration of many cards but only one card for lifetime and its contents are complete, so that it minimizes the occurrence of fraud. In facing the globalization era that is full of challenges and opportunities, the state apparatus in this case emphasizes that the government apparatus should provide the best service, oriented to the needs and satisfaction of service recipients. (Kamarni, 2011).

Local governments as public servants are required to be able to serve the community which is an embodiment of the obligations of local government officials with good performance that is reflected in the quality of service. However, what become ideal goal is not appropriate with what is happening in the field of implementation (Kamarni, 2011). The

reality is that in the field the community feels confusion about complicated procedures, there is no certainty about completion time, unclear service costs, the attitude of employees who are less responsive as indicated by the lack of friendliness of employees, and there are still differences in treatment between people who are known and those who are unknown, thus making the society complained.

The same thing is stated (Maryam, 2016). The phenomenon of public service by the government bureaucracy is full of problems, such as long-winded service procedures, uncertainty time and prices which make services difficult to reach naturally by the public. Likewise in the process of service delivery, the community always feels discriminatory treatment. In addition, the quality of services provided is also still low. There are privileges for certain circles increasingly foster public mistrust of government officials (Kamarni, 2011).

Therefore, service is one phenomenon that must and always get the attention of the government, both the central government and regional governments. The activeness of the government is needed in providing services as well as improving the quality of services provided to the wide society, namely the public.

The implementation of public services is fundamentally affected by the process of setting priorities by the government. The priority service for the regional government of the Sabak Auh Subdistrict Office of Siak Regency is conflict prevention by increasing security and discipline, rebuilding public facilities that have not yet been implemented.

Hardiyansyah in Suleman (2019) states that public services include the implementation of public good and public regulation. Public good is related to the provision of infrastructure, goods and services including basic services which are

the main tasks and functions of the central and regional governments. Whereas public regulation is related to the formation of laws and policies for creating safety and discipline.

By using deconcentration and preventing conflict through the processes that will be implemented, the role of government in organizing public services as a logical consequence of the existence of public interest in public service. Therefore the government needs to establish public policies that lead to the satisfaction of public services in public services organized by local governments. Government apparatus as the organization of public services have to be able to provide maximum service. As expected by the community as a service recipient, in accordance with established rules. In this case, it is appropriate with Law No. 23 of 2014 concerning Regional Government. For each type of administrative service, the efficiency of the Regional Government is carried out by giving the widest possible authority to the regions.

Public services are explained in Law No. 25/2009 concerning public services that public service providers must: Public interests, Legal certainty, Equal rights, Balance of rights and obligations, Professionalism, Participation, Equality/non-discrimination, Verity, Accountability, Facilities and special treatment for vulnerable groups, Punctuality, Speed, Convenience, Affordability.

The term of service (*pelayanan*) comes from the word "*layan*" which means to help providing everything that others need for the act of serving. Basically every human being needs service, even extremely it can be said that service cannot be separated from human life (Sinambela, 2016).

Based on Moenir in Khozin (2010) public services are efforts that can provide benefits to other parties and can be offered for use, by paying compensation for use. Public services are activities

carried out by a person or group of people on the basis of material factors through certain systems, procedures and methods in the context of efforts to meet the interests of others in accordance with their rights. Furthermore Pramuji in Saggaf et al (2014) stated that public service is an activity that aims to meet the community's need for goods and services.

Abidin in Musdalipa (2017) stated that quality public service refers not only to the service, but also emphasizes the process of organizing or distributing the service itself to the the community as consumers. Thoha in Norisa (2015) states public services can be defined as providing services (serving) the needs of people or communities who have an interest in the organization in accordance with the basic rules and procedures that have been determined. Meanwhile, the current condition of the community has faced a very dynamic development, the level of community life is getting better is an indication of empowering faced by the community.

Fitzsimmons and Fitzsimmons in Sinambela (2016) argued that there are five indicators of public service, namely reliability which is characterized by the provision of appropriate and correct services; tangibles that are characterized by adequate provision of human and other resources; responsiveness, which is characterized by the interest to serve consumers appropriately; assurance, which is characterized by a level of attention to ethics and morals in providing services, and empathy, which is characterized by a level of willingness to know the desire and needs of consumers.

The term of principle according to the Big Indonesian Dictionary, is the basis, a main truth, which is in this case the public service is the basis of truth in the implementation of public services at Sabak Auh Sub-district Office. The principles of public service used at Sabak Auh Sub-District Office consist of

transparency, accountability, conditionality, participation, equality of rights, and balance of rights and obligations.

The principle of public service is an activity carried out directly between the concept and the actions taken by a group of people who produce services or goods intended to fulfill the other needs or the community in accordance with their needs.

The objective of this study is to determine the Implementation of Public Service Principles at Sabak Auh Sub-District Head Office, Siak Regency.

RESEARCH METHODS

The location of this research was conducted at Sabak Auh Sub-District Office, Siak Regency. This study tried to explain in detail the objects and research problems based on the facts obtained in the field. This research used qualitative methods.

The type of the research was the phenomenological approach, which is a form of research that emphasizes the subjectivity of human life experiences to reveal events or facts, phenomena, and conditions that occur during the research. Data sources used were primary and secondary data. Primary data were data obtained by researchers directly from the object under study. While secondary data were data obtained from documents, publications that have been in the finished form (Soewadji, 2012). Primary data in this study were data obtained through observations and interviews at Sabak Auh Sub-District Office in Siak Regency. Secondary data that researchers got in this study were from data in the form of documents, reports, and written information.

The informants in this study consisted of the public and employees. For the community, the researchers used accidental sampling techniques. While the informants for the staff, the research used

saturated sampling techniques.

The sampling technique was based on coincidence, that was anyone who incidentally/ incidentally meets with the researcher can be used as a sample, if the person met by chance was considered suitable as a data source, while the saturation sampling technique was, the determination of the sample when all members of the population are used as a sample (Sugiyono, 2017). Based on the consideration, the principles of public service such as transparency, accountability, conditional, participatory, equality of rights, and balance of rights and obligations in Sabak Auh Sub-District Office in Siak Regency in this study should get accurate and accountable data. Based on the selection process, informants were then selected as follows: 44 people and 39 employees consisting of coaches (IV / a) of 3 Sub-District Head and Secretary of Sub-District Head, Head of PMK. Administrator I (III / d) Head of Division Trantib, Administrator (III / c) Head of Division Pem, Young Administrator Tk. I (III / b) Head of Division Kessos, Young Administrator / IIIa Head of Finance and Staffing, Young Administrator (III / a) Head of Subsection Planning and General, Constructor (IV / a) Implementer, Administrator (III / c) Implementer, Young Administrator I / IIIb Executor, Young Administrator (III / a) Executor, Regulator (II / c) 2 Executors, Young Executor TK.I (II / b) 3 Executors, Administrator, Executor and Honorary as 21 people as staff.

Data collection in this study was carried out in several ways, namely observation and interviews. Observation is a systematic observation and recording technique of the phenomenon being investigated. Observations was done by observing. While the interview was a data collection technique by asking questions to respondents, from respondents' answers recorded or recorded. Interviews are conducted to obtain information

(Anggara, 2015).

RESULTS AND DISCUSSION

Public Services at Sabak Auh Head of Sub-district Office in Siak Regency

Sabak Auh Sub-District Office of Siak Regency was established on December 12, 2005. Based on the Regional Regulation of Siak District Number 5 of 2005 concerning the Division of the Districts of Mempura and the Districts of Sabak Auh. Sabak Auh District is a division of Sungai Apit District.

In the process of administrative services at the Sabak Auh Head of Sub-district Office in Siak Regency, communities that do administration at Sabak Auh Sub-District Office of Siak Regency must complete the requirements that have been set. The requirements are: a) business location permit (SITU) requirements, among others: 4 x 6 color photographs (2 sheets), photocopy of identity card's person in charge (1 sheet), recommendation from the local headman, material Rp. 6000 (2 sheets), photo of the certificate of establishment of company / business entity, photocopy of proof of payment of retribution for HO, copy of building permit (IMB), environmental impact analysis or UKL / UPL, field survey; b) building construction permit (IMB) with the following requirements: filling in the application for building permit (PIMB), photocopy of identity card, photocopy of property tax, photocopy of land certificate, 3 x 4 size color photographs (2 sheets), land boundary approval letter, recommendation of village chief (original), HO (permit for disturbance), permit for the use of land use, recommendation for transportation department and infocomm district. Siak (Building Permit of Tower), Environmental Impact Analysis (> 5 ha), UKL / UPL (<5 ha), proof of retribution payment (UPTD DPPKAD of Subdistrict); c) certificate of moving with the following requirements: a photocopy of the applicant's family card, a photocopy of

family card, passport photo 3 X 4 (4 sheets) certificate from the village / headman, letter of move from the area of origin; d) certificate of heirs with conditions: certificate from the village head, statement from the heir, death certificate from the village / headman, certificate of heirs from the village / village office, photocopy of marriage certificate, photocopy of the death person's family card, photocopy of the expert ID card inheritance; e) recommendation for a birth certificate with the following requirements: a certificate from the village office / village, original certificate of birth born from the midwife or hospital, photocopy of parents' identity cards, photocopy of marriage certificate, photocopy of heirs' family card; f) letter of introduction for family card administration with the following requirements: a photocopy of marriage certificate, photocopy of birth certificate, photocopy of diploma, letter of introduction from the village / village head, letter of moving from the area for newcomers; g) cover letter for identity card administration with the following requirements: a photocopy of family card, certificate from the village / village office, photocopy of birth certificate, fill in the signed F1.01 stamp.

The implementation of public services at Sabak Auh Sub-District Office of Siak Regency is regulated through Law Number 6 of 2012, each free administration. As the public service provider of the Sabak Auh Sub-District Office in the last three years (2016-2018) the administration has increased, namely: total public services in 2016 were 1,255 files, in 2017 there were 1,585 files, and in 2018 there were 1,661 files. So it shows the effect of the implementation of Law No.6 of 2012.

Implementation of Public Service Principles at Sabak Auh Sub-District Office in Siak Regency

Public service principle indicators used according to Khomarudin (2014), namely: transparency, accountability, conditional, participatory, equality of rights, and balance of rights and obligations.

Transparency means is the public services provided by Sabak Auh Sub-District Office must be opened, accessible to all parties in need and easily understood by the public. The criteria for transparency are a) the existence of disclosure information regarding requirements in service administration; b) the availability of cost certainty information in each administration according to the stipulated regulations; c) there is certainty of information from the Head of Sub-district apparatus regarding the service procedures that exist at the Sabak Auh Sub-District Office. To find out the principle of transparency in the Sabak Auh Sub-District Office, evidenced by an interview with Ms. Nurul with the question "how do you feel at the District Office, is there information about the requirements in terms of service administration and information on cost certainty in each administration?". Mrs. Nurul answered not yet. There were several administration that could have been completed in 1 day but finished in 3 days, and for 3 days it had just been completed in 1 week.

Accountability meant by this research is that every process and outcome provided by Sabak Auh Sub-District Head Office of Siak Regency from a public service must be accountable to the public in accordance with statutory provisions. The accountability criteria are: a) the ability of the Head of Sub-district apparatus in carrying out public service processes based on established rules; b) there are responsibilities of the Head of Sub-district apparatus in completing services in accordance with the promised time; c) the ability of the Head of Sub-district apparatus who works in

accordance with their respective fields of work. To find out the principle of accountability at the Sabak Auh Sub-District Office, evidenced by an interview with Ms. Nurul with questions, "Is the Head of the District Office already responsible for completing services in accordance with the promised time?". "Mrs. Nurul answered that there have not been a number of arrangements that should have been completed in 1 day and only completed in 3 days, and for 3 days in just 1 week.

Conditional referred to as conditional in this study is the provision of services carried out by Sabak Auh Sub-District Office of Siak Regency which is always adjusted to the conditions and capabilities of service providers and recipients while still adhering to the principles of efficiency and effectiveness. The Conditional criteria are: a) the ability of the Head of Sub-district apparatus in understanding the conditions prevailing during the service process; b) the ability of the Head of Sub-district apparatus to overcome the problems that occur; c) the ability of the Head of Sub-district apparatus in providing community needs in accordance with the types of service desired. To find out conditional principle at Sabak Auh Sub-District Office, evidenced by an interview with Ms. Nurul with questions, "Has the District Office staff provided the community's needs according to the types of service desired?" "Mrs. Nurul answered that the employees have provided the services we need, but the service process is still a bit long.

Participatory in this research was public service that encourages community participation in the delivery of public services by paying attention to the aspirations, needs and expectations of the community. The participatory criteria are: a) there is an awareness of the community in completing each requirement; b) there are suggestions from the community regarding services provided; c) there is

active community to find information related to the service process. To find out participatory principles at Sabak Auh Sub-District Office, evidenced by an interview with Ms. Nurul with the question, "is there awareness from the community in completing every requirement?" they need?". "Mrs. Nurul answered yes, even I and other societies are willing to complete the requirements even though they have to go back and forth because they need to".

Equality in this research is the provision of public services must not be discriminatory in the sense of indiscriminating ethnicity, religion, class, gender, economic status. In providing public services, Sabak Auh Sub-District Office employees should not be discriminatory. The criteria for equality of rights are: a) the existence of justice in the provision of services; b) there is commitment from the Head of Sub-district apparatus in providing services based on queues; c) The provision of services to the community in accordance with the promise without discrimination. To know the principle of equality of rights in the Sabak Auh Sub-District Office, evidenced by an interview with Ms. Nurul with the question, "do employees provide justice?" "Ms. Nurul answered yes, but they prioritize the interests of those who they know first though they came later."

The balance of rights and obligations in this study is the services provided by Sabak Auh Subdistrict Office employees to the community must pay attention to the balance between rights and obligations as both service providers and recipients. The criteria for rights and obligations are: a) there is a Head of Sub-district apparatus who is ready or in the office during working hours; b) the ability of the Head of Sub-district apparatus in utilizing available facilities and infrastructure to provide services; c) the existence of mutual respect between each other in the implementation of services. To find out the principle of balance of rights and

obligations at Sabak Auh Sub-District Office, evidenced by an interview with Ms. Nurul with the question, "is there a sub-district apparatus in the office during office hours?". "Mrs. Nurul answered yes, but sometimes some went home to pick up or drop off their children."

To find out what the public wants to convey to the services provided by the Sabak Auh Sub-District Office of Siak Regency, the researcher conducted an interview in the next day with a citizen, Mr. Sudarsono on 12 September 2019 at 10 am regarding the service he felt The following is his interview: "How is the process of public service in Sabak Auh Sub-District Head Office, he answered: service in this office is good, but there are still lack of transparency in the administration requirements, when I do the administration I have to come earlier and ask questions then do the administration again ".

At the same time, the researcher conducted an interview with Mr. Tiono about "how is the process of public service in Sabak Auh Sub-District Office, the informant answered: good, the administration was easy and facilitated by employees and they are very friendly with me".

Next, the researcher conducted an interview with Mr. Suwito about how the process of public service in Sabak Auh Sub-District Office, the interviewee replied: "it is already good, but when I did the administration it takes long time to get certainty when it is finished".

On the other hand, the sub-district office employees have already worked based on the existing section and hierarchical structure. It was proven on October 23, 2019 when researchers conducted interview with other university students who conducted administration of his research to collect the data. Based on the informant namely Mr. Nartam, M.Pd as the head of PMK (community and village empowerment) someone who has the

main task of helping the sub-district head in fostering, coordinating and carrying out tasks in the community empowerment, was not able to provide the opportunity for him to collect data since the employer is out of town, and the employee has no authority over it.

Furthermore, based on the observations of researchers at Sub-District Office, The adequate facilities and infrastructure has already been available supported by the ability of employees to operate the infrastructure so that it can accelerate the process of public services needed by the community and the uncertainty of time can be reduced.

To implement the principles of public service in Sabak Auh Sub-District Office, Siak Regency it has an integrated administrative service. Based on the observations of researchers on September 12, 2019, Sabak Auh Sub-District Office has implemented an integrated service that was carried out in an open space that only borders on glass so that the public can see what employees do and the outer wall has a clear vision and mission of integrated administrative services. For more details, researchers conducted interviews with employees namely Yuni as staff in the District Office, "does the District Office implement integrated administrative services? "Yuni's mother answered, Sabak Auh Sub-District Office has implemented integrated administrative services". The vision and mission of integrated administrative services in Sabak Auh District, Siak Regency are:

The vision is "realization of the optimization of public services that is fast, precise, accurate and transparent in the bureaucratic reform order. Missions of integrated administrative services in Sabak Auh District, Siak Regency are: 1) Increasing the professionalism of the apparatus in organizing public services; 2) Building public comfort and trust in quality public services; 3) Optimizing the

role of daily supervisor / person in charge of services; 4) Creating a clean and comfortable working environment for the satisfaction of all parties.

CONCLUSION

The implementation of the principles of public service at Sabak Auh Sub-District Office in Siak Regency was not yet fully good. There were still some weaknesses such as lack of transparency of the requirements procedure, clarity of time for completion of services, time of completion, and others. To measure these weaknesses the researchers used Khomarudin's theory. The indicators that researchers used according to Khomarudin (2014) are: transparency, accountability, conditional, participatory, equality of rights and balance of rights and obligations. The implementation of public service principles at Sabak Auh Sub-District Office in Siak Regency was also influenced by human resources who worked based on their duties and functions and available facilities and infrastructure to support the delivery of public services.

To implement the principles of public service at Sabak Auh Sub-District Office, Siak Regency, it was guided by vision and mission of administrative services so that public satisfaction with public services were increased and the image of the government, especially Sabak Auh Sub-District Office, was recognized by the community.

ACKNOWLEDGMENTS

Thanks to a) the author's parents namely Mr. Arifin and Mrs. Sinom who always support the author; b) Mr. Amin Soimin. SH, M.Si, as the Sub-District Head of Sabak Auh who has given the opportunity to get the information; c) Drs. Nahar Effendi as the chairman of Dumai's Yellow Lancang Administration College.

BIBLIOGRAPHY

- Anggara, S. (2015). Metode Penelitian Administrasi. Bandung: CV Pustaka Setia.
- Dwiyanto, A. (2018). Manajemen Pelayanan Publik: Peduli Inklusif Dan Kolaborasi. UGM PRESS.
- Kamarni, N.S.M. (2011). Analisis Pelayanan Publik Terhadap Masyarakat (Kasus Pelayanan Kesehatan Di Kabupaten Agam. Jurnal Manajemen dan Kewirausahaan, 2 : 84-110.
- Komarudin. (2014). Reformasi Birokrasi Dan Pelayanan Publik. Jakarta: Ganesindo.
- Khozin, M. (2010). Evaluasi Implementasi Kebijakan Standar Pelayanan Minimal Bidang Kesehatan Di Kabupaten Gunung Kidul, Jurnal Studi Pemerintahan, 1 (1): 32-61.
- Maryam, S.M. (2016). Mewujudkan good governance melalui pelayanan public, Jurnal Ilmu Politik dan Komunikasi, 6 (1): 1-18.
- Musdalipa, A.P. & Malik. I. (2017). Kualitas Pelayanan Publik Di Kantor Desa Parigi Kecamatan Tinggimoncong Kabupaten Gowa, Kalaborasi: Jurnal Administrasi Publik, 3 (1): 48-62.
- Norisa, L.H. & Malik, I. (2015). Kualitas Pelayanan Publik Di Kantor Kelurahan Gunung Sari Kecamatan Rappocini Kota Makassar; Kalaborasi: Jurnal Administrasi Publik, 1 (2): 156-167
- Saggaf, S., Rudi S., Fakhri, K., Akib, H. (2014). Pelayanan Fungsi Administrasi Perkantoran Modern, Jurnal Ad'ministrare, 1 (1): 20-27.
- Sinambela, L.P. dkk. (2016). Reformasi Pelayanan Publik; Teori, Kebijakan Dan Implementasi. Jakarta: Bumi Aksara.
- Soewadji, J. (2012). Pengantar Metodologi Penelitian. Jakarta: Mitra Wacana Media.
- Sugiyono. (2017). Metode Penelitian Administrasi. Bandung: Alfabeta.
- Suleman, S. (2019). Kualitas Pelayanan E-Ktp Di Dinas Kependudukan Dan Pencatatan Sipil Kabupaten Halmahera Selatan, Kalaborasi: Jurnal Administrasi Publik, 5 (1): 1-13.
- Undang-Undang Nomor 23 Tahun 2014 tentang Pemerintah Daerah
- Undang-Undang No 25 Tahun 2009 tentang pelayanan publik