

THE CONCEPT OF CHARACTERISTICS AS A PRIMARY OPTIMIZATION STRATEGY IN PUBLIC SERVICE

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Abstract: *The research aims to describe the concept of morality as a prime optimization strategy in public services. The research method used is descriptive qualitative. The researcher describes the situation regarding the implementation of public services as a form of optimal service implementation in administrative reform. The result showed that the concept of morality as a prime optimization strategy in public services is 6 characters including A for accountability, K for competence, H for harmony, L for loyalty, A for adaptive, and K for collaborative.*

Keywords: *Morality, Public Service, the concept of characteristics*

Introduction

Public service is an effort made by a group or a bureaucratic person to provide assistance to the community in order to achieve a certain goal. One of the implementation of public services is population administration in a government. Population administration is a series of structuring and controlling activities in the issuance of population documents and data through population registration, civil registration, management of population administration information and the utilization of the results for public services and other sector development.¹ Along with the implementation of the regional autonomy policy, government bureaucratic apparatus in the regions can manage and provide public services that are more concerned with the needs of the local community. There is a basic concept in managing the affairs that govern this local government, namely the existence of its own initiative based on the aspirations of the local community. Regional autonomy means the willingness of the local community to solve various problems of the local community in order to achieve their welfare.²

Entering the reform era, regional expansion or the formation of new autonomous regions has become increasingly widespread since the enactment of Law no. 22 of 1999 concerning Regional Government which was later revised into Law no. 32 of 2004 and is currently being revised again into Law no. 23 of 2014. One thing that cannot be denied is that the expansion of this area can have both good and bad impacts. Regional expansion aims to advance development quickly and improve better public services to the community.

Development is a change towards improvement. The change towards improvement itself requires the mobilization of all human cultivation to realize what is aspired to. Development is a process of reasoning in the context of creating human

¹Yayat Rukayat, *Kualitas Pelayanan Publik Bidang Administrasi Kependudukan Di Kecamatan Pasirjambu*, "Jurnal Ilmiah Magister Ilmu Administrasi" (JIMIA) No.2 Tahun XI Juni 2017, hlm. 56

²*Ibid.*, 56

culture and civilization. In the context of equitable regional development and development, it is directed at improving the quality of human resources and procuring facilities for community needs. Basically, the expansion of Kelurahan is a form of regional autonomy and is one of the things that needs to be considered because with the expansion of Kelurahan it is expected to be able to maximize development quickly and improve better public services to the community.

Public service is a scope that is needed in every country that exists, public service is defined in providing services or serving the needs (people) or communities who have an interest in an organization in accordance with applicable rules and methods. The one who acts as a servant is the government, where the government is essentially not to serve itself but also the citizens by dominating the conditions in order to form a comfort in all social access. The good quality of public services from government officials is made in the Decree of the Minister of Empowerment of State Apparatus Number 63/KEP/M.PAN/7/2003 concerning general guidelines for the implementation of public services..³

The government as a provider of public services needed by the community must be responsible and continue to strive to provide the best service for the sake of improving public services. On the other hand, community satisfaction is a measure of the success of public services provided by public service providers, therefore public services must be focused on meeting the needs of the community to the fullest, both in terms of quality and quantity. Based on the Decree of the Minister for Empowerment of State Apparatus No. 63 of 2003 concerning general guidelines for the implementation of public services, such as service procedures, service requirements, ability of service officers, speed of service, justice in getting services, certainty of service costs, and certainty of service schedules, the government has consequences for improving services in public service sector.⁴

The 1945 Constitution contains the meaning of the Government System of the Unitary State of the Republic of Indonesia giving the regions the freedom to carry out regional autonomy. Regional autonomy itself in its implementation is deemed necessary to emphasize the principles of democracy, community participation, equity and justice, and pay attention to regional potential and diversity.

Changes that occur in the government in the field of public services occur as a result of the widespread practice of public services to the community with a convoluted process, so that it requires a long period of time, a process that costs a lot of money and there are indications of extortion and corruption. In addition, the ability of the government to carry out activities efficiently, fairly, and to be responsive to the needs of the community is still very limited. The bad character that has been carried by the government can be corrected by using the Good Governance in the government itself, good governance has a general understanding, namely the practice and governance of managing resources and solving public problems. The quality governance assessed from the quality of the interactions that occur between the components of governance , namely the government, the community and the private sector.

³ Zulfa Auliana Haqie, *Rifda Eka Nadiyah, Rifda Eka Nadiyah, Inovasi Pelayanan Publik Suroboyo Bis Di Kota Surabaya*, "Journal of Public Sector Innovations", Vol. 5, No. 1, November Tahun 2020, (23-30), hlm. 23

⁴Yayat Rukayat, *Kualitas Pelayanan Publik Bidang Administrasi Kependudukan Di Kecamatan Pasirjambu*, "Jurnal Ilmiah Magister Ilmu Administrasi" (JIMIA) No.2 Tahun XI Juni 2017, hlm. 57

Juridically, the implementation of public services has an umbrella law that forms the basis for good public service delivery in Indonesia, namely the enactment of Law Number 25 of 2009 concerning Public Services, and supported by other relevant laws and regulations, such as: Law Number 40 of 2004 concerning the National Social Security System, Law Number 20 of 2003 concerning the National Education System, Law Number 37 of 2008 concerning the Ombudsman, Law Number 24 of 2011 concerning the Social Security Administering Body, Law No. Law Number 23 of 2014 concerning Regional Government, Law Number 5 of 2017 concerning State Civil Apparatus, and various other laws and regulations related to the implementation of public services.⁵

The quality of public services that are not yet optimal, as people expect, will reduce the essence of the government's (state) goal to realize social welfare for all Indonesian people. For this reason, one of the efforts that must be made immediately in realizing good and excellent public services is optimizing the disclosure of public information in the implementation of public services.

Openness of public information is the basis in the implementation of public services that encourage the government, non-government institutions, and the community to play a greater role or participate in realizing excellent public services. The government has enacted Law Number 14 of 2008 concerning Public Information Disclosure (UU KIP) which in principle becomes the basis for state agencies or officials to carry out their obligations to provide access to information, documents, data to non-government institutions and the public, especially those related to public service delivery. Based on the description above, this paper takes the title: "CONCEPT OF CHARACTERISTICS AS PRIMARY OPTIMIZATION STRATEGY IN PUBLIC SERVICES".

Research Method

The research method used is descriptive qualitative. Qualitative descriptive is a research method that seeks to describe all existing symptoms or conditions, namely the state of symptoms according to what they were at the time the research was conducted.⁶Data were collected by literature study. The literature that is the main source of writing comes from several books and scientific journal articles that have existed previously on topics and keywords relevant to this study, as well as from reliable online news sources. The method of analysis is done by linking the relevant reading sources with the literature review. So that the discussion and conclusions as part of writing this article can be consistent and coherent according to the formulation of the problem that has been proposed.

Results and Discussion

Optimal service is as a manifestation of the element of government administration, the government has the task of organizing information to the community. Conditions that occur in the era of regional autonomy have not yet achieved their goal of providing effective and efficient services to the community.

⁵ Kadek Cahya Susila Wibawa, *Urgensi Keterbukaan Informasi dalam Pelayanan Publik sebagai Upaya Mewujudkan Tata Kelola Pemerintahan yang Baik*, Jurnal Administrative Law & Governance Journal. Volume 2 Issue 2, June 2019, hlm. 221

⁶Mukhtar.*Metode Praktis Penelitian Deskriptif Kualitatif*. (Referensi :GP Press Group, 2013).hlm.

Where the quality of public services can be an indicator in measuring government performance, especially in Indonesia. In the following, the authors describe the concept of morality as a prime optimization strategy in public services.

Accountability

This new paradigm of public administration causes the pattern of relations between the government and citizens to change, which places more emphasis on the interests of citizens. As a result, the government is required to be more attentive and responsive in providing public services to citizens. Based on this view, of course, the values of democracy, citizenship and services for the public interest must be put forward and considered important as fundamental norms in the administration of public administration.⁷

Accountability is an ethical concept that is close to government public administration (government executive institutions, parliamentary legislative institutions and judicial institutions) which has several meanings, among others, it is often used synonymously with concepts such as accountability, ability to provide answers (answerability), who can be blamed (blameworthiness) and who have freedom (liability), including other terms that have a relationship with the hope of being able to explain it.

Accountability in general can be interpreted as a request for accountability for the fulfillment of the responsibilities assigned to him. In the task of auditing financial statements, auditors are required to work with high accountability and professionally. This is to meet the demands of clients who want high performance. According to Dwi Martani, financial statements have several main characteristics, namely they are relevant, reliable and understandable. These characteristics must be met so that financial statements are useful for users for decision making.⁸ Accountability in public service is a complex issue, involving balancing competing norms and responsibilities in a complex web of external controls, professional standards, citizen choice, moral issues, public law, and ultimately, the public interest.

Competence

Competence is a fundamental characteristic of an individual, namely causes related to criteria for effective performance. "A competency is an underlying characteristic of an individual that is causally related to criterion-referenced effective and/or superior performance in a job or situation"⁹

The competence of the apparatus is the main key to the success of public organizations. As an important role in the management of government institutions that rely on community services, the competence and professionalism of the public service apparatus is expected to be the main "goal" in the administration of the state. The quality of the state civil apparatus will affect the performance carried out, so that in this case it has an impact on the performance of public services for which they are responsible. Within the framework of public service performance, state civil servants

⁷ Herizal, *Pendekatan Akuntabilitas Pelayanan Publik Dalam Mengikuti Perubahan Paradigma Baru Administrasi Publik*, Journal of Governance and Social, Volume 1, Issue 1, June 2020, hlm. 21

⁸ Dwi Martani., dkk, *Akuntansi Keuangan Menengah Berbasis PSAK*, Cet. 1, (Jakarta : Salemba Empat, 2014), hlm. 54

⁹ Spencer, Lyle & Signe M. Spencer. *Competence at Work, Models For Superior Performance*. (Canada : John Wiley & Sons, Inc, 1993), hlm. 9

working in government agencies should have scientific competence, expertise and leadership that must be embedded in their character.

The State Civil Apparatus in carrying out their duties as public service apparatus of course also has a professional code of ethics whose purpose is to minimize various irregularities.¹⁰ Competency development in the field of public services can run well and smoothly if there are factors that determine the creation of a good and quality government order.

Harmonious

In terms of harmony, which means harmonious, in harmony. The emphasis of harmony is a state of harmony or harmony. Harmony aims to achieve harmony and harmony in life. Families need to maintain these two things to achieve harmony. The meaning of harmonization according to Kusnu Goesniadhie, as an effort or as a process, namely as an effort or process that wants to overcome the boundaries of differences, contradictory things, and irregularities. Efforts or processes to realize harmony, compatibility and balance between various factors in such a way that these factors produce unity or form a sublime whole as part of the system.

So the term harmonization can be interpreted as a process or effort to harmonize, harmonize, or adjust something that is considered inappropriate or less appropriate, less or inappropriate or inappropriate, so as to produce something good or harmonious in various ways.¹¹ Harmony in service is a superior strategy to explain the points and application of public behavior that is in harmony, harmonizing or adjusting. Understanding any differences of opinion for the sake of creating a conducive work environment, harmony in public services will make it optimal because it functions as a form of relationship filled with love and love between service providers and service providers, because these two things are the binding rope of harmony.

Loyalty

Loyalty is a very important concept in marketing, especially in the increasingly fierce competition for products and services today. The existence of loyal consumers will be needed by the company, in order to survive. Loyal customers are customers who hold the attitude that will come from the company, an agreement to repurchase goods or services and recommend products to others.¹²

Loyalty is the tendency of service recipients to conduct a business or use the services provided by a company/organization with a high level of consistency. Service loyalty will be the key to success not only in the short term but competitive advantage in a sustainable manner. This is because service loyalty has strategic value for the company/organization. The rewards of loyalty are long-term and cumulative. So the longer the loyalty of a public servant, the more pleasant and interesting the public interest in providing services.

¹⁰ Sirajuddin, [et.,al], *Hukum Pelayanan Publik Berbasis Partisipasi&Keterbukaan Informasi* (Setara Press 2011), hlm. 85

¹¹ Ni Ketut Riani, *Harmonisasi Menuju Pelayanan Publik Yang Smart*, Jurnal Hospitality, Volume 11 No. 1 Juni 2022, hlm. 537

¹² Tuti Hastuti, *Kualitas Pelayanan, Kepuasan, Dan Loyalitas Nasabah: Aplikasi Servqual Model Pada Lembaga Keuangan Mikro Syariah Kota Malang*, "Jurnal Manajemen dan Akuntansi" Volume 3, Nomor 3, Desember 2014, hlm. 77

Adaptive

Behavior is a level where individuals are able to behave according to the standards of personal freedom and standards in responding to the environment as expected by certain cultural and age groups.¹³ Adaptive behavior is a typical person's performance in daily activities that require social and personal skills. According to Rahayu, adaptive behavior is a person's ability to be able to adapt to the norms or standards that apply in their environment. If a person is able to behave in accordance with the norms that apply in his environment, it can be said that the individual has good adaptive behavior. Not everyone is able to behave adaptively because adaptive behavior is influenced by the environment, intelligence, emotional intelligence and social support.¹⁴

The term adaptive behavior has long been used by Binet in 1909 and Doll in 1953. The scale designed to assess adaptive behavior is the Vineland Social Maturity Scale which was developed in the 1930s by the director of the Vineland Training School, Edgar Doll. Doll creates a standard form of notes designed to assess a person's level of development both in observing his practical needs and in accepting responsibilities in everyday life. Adaptive behavior can be measured using an adaptive behavior scale which includes aspects of communication, occupation, self direction, socialization, and locomotion. Adaptive behavior in a public service environment is the ability to apply skills in serving the community.¹⁵

Collaborative

Collaboration is cooperation that is carried out on the basis of an agreement between two or more (collective) parties, especially in an effort to combine ideas in terms of achieving goals. This is in accordance with the definition of collaboration as a network or distribution of information, resources, activities and organizational capabilities in two or more sectors. to work together to achieve goals that cannot be achieved if working alone.¹⁶ Sabaruddin argues that collaboration is cooperation between organizations, or between institutions in the context of achieving goals that cannot be achieved or carried out independently. The terms cooperation and collaboration are still used interchangeably and there has been no attempt to show the differences and depth of meaning and there is no deeper understanding of what paradigm should be embraced in the two terms.¹⁷ Collaboration in essence is only known as cooperation with actors both in groups and individually as a form of work commitment, shared vision and mission and goals to be realized together which may be difficult to achieve when each actor works individually or with personalism.

The common goal in collaboration carried out by organizations, namely from the community and government, must have a common goal to achieve collaboration in protection and excellent public services. This can be measured before and after

¹³ Sattler, J. M. *Assesment of children*. (San Diego: Jerome M. Sattler Publisher, Inc. 1992).

¹⁴ Rahayu, *Perilaku adaptif tunagrahita dewasa ditinjau dari klasifikasi tunagrahita*. (Semarang : Universitas Katolik Soegijapranata, 2010), hlm. 55

¹⁵ Hardman, M. C., Drew, C., & Egan, M. *Human exceptionality: Society and school and family*. (Washington DC: Allyn and Bacon, Inc.1987), hlm. 55

¹⁶ Nuni Udiani. *Kolaborasi Perencanaan (Studi Kasus Pengembangan UMKM Di Kabupaten Maros)*. Skripsi Program Studi Ilmu Administrasi Negara, Jurusan Ilmu Administrasi, Fakultas Ilmu Sosial Dan Ilmu Politik, Universitas Hasanuddin.

¹⁷ Abdul Sabaruddin. *Manajemen Kolaborasi Dalam Pelayanan Publik, Teori, Konsep, dan Aplikasi*. (Yogyakarta: Graha Ilmu, 2015), hlm. 25

empowerment is carried out. Goals are important in collaboration because goals are targets that must be achieved in collaboration so that there must be previously agreed goals, where the goal is to empower public services so that they are able to increase interest and prosper the community in general.

Conclusion

Optimal service through public services with various strategies indicated by changes in the structure and bureaucratic procedures with administrative efficiency. This change in administrative reform can be seen from the restructuring and integration of services carried out by the government with a commitment to providing quality services to the community. The strategy taken in achieving the optimization of public services is the concept of morality. The moral stands for six characteristics that must be brought by a person in serving the community in general. Having the moral is the care values for the community, having the moral is A for Accountability, which is a request for accountability for the fulfillment of the responsibilities assigned to him. The second is "K" for Competence, namely the ability of the apparatus which is the main key to the success of public organizations. As an important role in the management of government institutions that rely on community services. The third "H" stands for harmony which makes service a superior strategy to explain the main points and the application of public behavior that is in harmony, harmonizing or adjusting. Fourth "L" for loyalty, service loyalty has a strategic value for the company/organization. The rewards of loyalty are long-term and cumulative. The fifth "A" is for Adaptive, which makes a person's ability to be able to adapt to the norms or standards that apply in his environment. The six "Ks" for Collaborative are realized together which are likely to be difficult to achieve when each of them works individually or personally.

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