PUBLIC SERVICE INNOVATION AT THE INVESTMENT SERVICE OFFICE AND ONE-STOP WORKFORCE SERVICE (DPMPTSPTK) BARRU REGENCY

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This study aims to find out: Public Service Innovation in Service Offices Investment and One-Stop Workforce Services (DPMPTSPTK) Baru district. And to find out the supporting factors in public service innovation in improving the quality of service in the investment service and integrated services one door of labor in Barru Regency. Source of data obtained by observation participants, in-depth interviews, and documentary studies. Innovation is an idea, practice, or objects that are considered new by individuals one unit of other adoption. Public service is activities or a series of activities in order to fulfill the appropriate service needs with statutory regulations for every citizen and resident of goods, services, and/or administrative services provided by public service providers namely state administration institutions, cooperatives, independent institutions formed under the law for public service activities and other legal entities formed solely for public service activities.

Keywords: Model, innovation, public, service, Barru

1. Introduction

In law number 25 of 2009 regarding public services, it has been explained that the notion of public service is an activity or a series of activities in order to fulfill the service needs in accordance with the legislation for every citizen and resident for goods, services, and or administrative services provided by public service providers. While the organizers public service in law number 25 of 2009 described that every implementing institutions, cooperatives, independent institutions formed based on laws for public service activities, and other legal entities formed solely for public service activities. Meanwhile, service users public are people, communities, government agencies and legal entities that receive services from government agencies.

Public service is essentially the fulfillment of the rights of needs foundation of the state to society. In public service, the government is expected can provide good public services to the community. Community demands to get quality public services, clear procedures, concise time, and the costs are worth continuing to increase over time. The demands continue develop in accordance with the awareness that citizens are entitled to get service, and the government is obliged to serve. At first service delivery is centralized and one-way. Where is the government as a public service provider providing services based on policies that have been made, and the people as service users only as users of the service. Most people understand that the government is a an arrogant institution untouched by outside criticism.

On the fact that activities Such centralized public services can lead to internal deviations its maintenance. Starting from the service that is not in line with expectations community, this could have happened because at that time the public service only made by policy makers, without involving the community in it as a service user. There are also deviations in the uncertainty of time services, cost uncertainty. In addition, the community also can not provide suggestions and criticisms on the services that have been received. Public service is an activity or a series of activities within the framework understanding of service needs in accordance with statutory regulations for every citizen and resident for goods, services, and/or administrative services provided by public service providers.
From the notion of public services according to Law number 25 of 2009 concerning services above explains that the form of implementation of public services to the people Indonesia contains goods and services as well as administrative services of course it is expected to be able to run in accordance with standard service procedures and thoroughly to all elements of the Indonesian people. In the implementation of public services, of course there must be elements which contain based on the rules of the law in force. as in explain in law number 25 of 2009 concerning public services in Article 8 paragraph (1) as follows: Implementation of public services as referred to in paragraph (1), at least include: a. Implementation of services; b. Management of public complaints; c. Information management; d. Internal monitoring ; e. Community outreach; f. Consulting services From the explanation above related to the elements that are fulfilled in doing the administration of public services indicates to the organizers to pay close attention to the good public service process for public.

The government in this case is one of the organizers of public services to the people must always carry out services in accordance with the rules and regulations must know the conditions under way, meaning that the government determines the rules regarding public service standards should always pay attention conditions/needs of the public public service standards in this case must always be receive changes in accordance with the needs and conditions of society and environment. Public service is a measure of the government's most visible performance eye, the public can directly assess government performance based on quality received public services, because the quality of public services is perceived by the public all circles where success in building performance, public services professionally, effectively, efficiently and accountably.

For that the government must pay attention to the law and always improve in improving quality public service to the community. Before suggesting about public service, then first stated the meaning of service. "Services are activities carried out for fulfill, practice and devote oneself" According to The Liang Gie inside Nurfasil (2014). whereas according to Moenir (2001) that "service is a series of processes using the mind, the five senses and limbs or without a tool used by someone to get something they want both in the form of goods and services. “Service is an activity or sequence activities that occur in direct interaction with other people and/or machines physically and provide customer satisfaction (Lukman Sampara 2005 in Candra 2016:11). Public service is the whole process of forming needs directly through the activities of others, service activities are basically concerned with fulfillment of a right. It is attached to everyone individually and in groups universal.

Service (Service) includes services, and services are commodities while government services to the community are related to a right and regardless of the issue of whether the right holder can be burdened with an obligation or no (Ndraha in Aries Djauwuri 2005). This relationship known subordinate rights and gift rights. The rights of subordinates are individual and personal, while the rights grants include socio-political rights and individual rights. Responsible institution fulfilling these innate rights and gift rights is what is called government service to society. Meanwhile, in the context of public service is to serve the needs that are relating to the public interest. Public service is serving all public basic services needed by society to be fulfilled in accordance with the provisions.

Public service becomes a system that is built in the government to fulfill the elements of public interest. Public service is the provision of services provided to citizens properly and professional services, goods or administration as part of the needs public. As is known, so far there are still some obstacles in public services including complicated and not simple services are lacking certainty of administrative requirements, lack of transparency in internal procedures obtain services, services are less efficient, and there is still a lack of fairness in service delivery, as well as the presence of several factors that can influence the service itself, among others, from the community, the ability of employees, regulations that implemented, and supporting facilities. So, to improve the quality of service to the public who provide fast, convenient, and professional services then public service innovation is needed.

Innovation is generally understood in the context of behavior change. Innovation activities are usually closely related to the dynamic and characteristic environment develop. Innovation is an important thing that must be owned by a company public sector service delivery organizations.
Government agencies as service providers required to have innovation to improve the quality of service to the community. So far, there are still many problems in the activities and process of service delivery to the community, several local governments are competing to compete and try provide the best service to society. But often these efforts still not giving maximum results so that in essence it is not a solution and sometimes creates complications in the process of service to the community. With innovation in the public service sector, it is hoped that the services provided will improve can have a satisfied effect on the people who receive the service. To realize investment services and integrated services one the gate of labor has established several policies, among others, is to formulate vision and mission.

The vision of the Barru Regency DPMPTSPTK is "The Realization of a Regency Barru is more advanced, prosperous, obedient to principles, and dignified with religious breath" Meanwhile, the mission is: (1) Increase HR Intelligence and Professionalism (2) Develop Synergistic Interconnections Between Regions at the National Level (3) Realizing Good Governance (Good Governance). In this case, the investment service and one-door integrated services (DPMPTSPTK) as the organizer of trade business license services is necessary to continuously improve service quality. In making these efforts, Various strategies are needed in order to improve the expected service quality embodied.

2. Methods

This research is a research that uses a descriptive approach qualitative. This qualitative form of written or spoken words of people and behavior observed. That aims to find out how the understanding, awareness, as well as community participation in ownership of business license service innovations SIUP trading. Qualitative research method is a research method based on the philosophy of postpositivism, used to examine the condition natural object, (as originally was an experiment). Where the researcher is as a key instrument, sampling of data sources was carried out purposively and snowball, collection techniques with triangulation (combined), data analysis is characteristic inductive/qualitative, and the results of qualitative research emphasize the meaning of generalization (Sugiyono 2015:15). Location and Time of Research: This research carried out at the Office of Investment and One-Stop Services (DPMPTSP) Barru Regency, which is located at Jl. Sultan Hasanuddin No. 82 (Building Public Service Mall) Barru District, Barru Regency, South Sulawesi Province.

Figure 1 Research Flowchart
3. Results And Discussion

Innovation is the priority or direction undertaken by the organization to achieve its goal. Innovation is the ways that are done to make new decisions or policies, targets, programs taken by the highest leadership to be implemented within the ranks of the organization to achieve agreed goals. Innovation plays an important role in implementing the program within an organization for the advancement of conflicting organizations. One stop integrated service at the investment service and integrated services one door for labor is the way that the government does to facilitating licensing services in Barru Regency. The policy direction is the formulation of a comprehensive plan to achieve the direction of the policy desirable until 2022.

There are several indicators of innovation in the implementation of public services in official offices investment and one-door integrated service for labor in Barru Regency which can be seen based on the indicators put forward by the researcher as following: 1. How are public service innovations at the investment service office and one stop labor integrated service (DPMPTSPTK) Organizational innovation is the formulation of the vision and mission of the organization for determination various long-term goals and objectives that are fundamental to an organization, followed by determining the activity plan needed to achieve the goal the.

The investment and one-stop integrated service for labor regarding innovation is expected to be able to improve the quality of service in Barru Regency. Based on interviews with the Head of the Investment and Service Office Integrated One Door for Labor in Barru Regency that: “Currently, all offices in Barru Regency do not have their own vision and mission The Office of Investment and One Stop Services for Manpower makes organizational innovation based on the vision and mission of Barru Regency, Service is not given the authority to create a vision and mission so as not to contradict goals Districts and objectives of the Investment Services and One Stop Integrated Services Manpower, so we focused on three new district missions to become benchmark in the creation of innovation”. (interview with Drs. Syamsir, SP, M.Sc) From these interviews it can be concluded that the Investment Service and Servants One Door Integrated Workforce does not have the authority to create a vision and mission so that in determining innovation it must be as energetic as the district's vision and mission. It is intended that All departments work together to achieve common goals and improve services public in Barru Regency.

Currently the investment service innovation and integrated services one door to the workforce, namely by adhering to the three missions of Barru Regency in this regard used as a guide in the innovation-making process. Furthermore, the interview was conducted with the head of the program “The innovations that we carry out are actually derived from the local government, stay we are united with the services we will carry out such as, innovation Improving services and licensing service information systems is linked with the mission of the three Districts”.

From these interviews it can be concluded that innovation is carried out in services integrated one-door workforce is a derivative of the innovation of Barru Regency so that District objectives and Dinas objectives may coincide. Further interviews with the head of the administration of licensing services. "In one-door integrated services, the workforce does not have its own vision and mission Following the district's vision and mission, it is hoped that they will not contradict each other service innovation in the investment service and integrated one-stop service our work also has SOPs so that there are no mistakes in giving service. (Head of Licensing Service Administration).

Based on these interviews it can be concluded that integrated service one Pintu does not have authority in forming a vision and mission so that the services are integrated one door must have organizational innovation. In addition, one-stop integrated services as well establish SOPs so that in providing services there are no mistakes. How are public services at the Investment Service and Integrated Services One Door for Labor in Barru Regency, the result of an interview with Mrs. Fatmawati Lebu, SE explained as follows: “The impact that has resulted from service improvements and licensing simplification this has been replicated by several districts both as well as outside the province. So that it is hoped that there will be changes in services and better governance for services we hope for one-door licensing in various regions, especially in the Barru Regency together. “

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Program innovation is the realization of a strategy in the form of a collection of real activities, systematic, and long-term or short-term carried out by the agency investment and one-stop manpower integrated service to achieve the target and goals that have been set. In running the institutional wheel and as a means to achieve goals or objectives. Program innovation is very influential on service effectiveness and efficiency. Based on an interview with Mr. Abdi Setiawan, SE Investment Service and One Stop Service for Manpower in Barru Regency that: "Before making service program innovations, we must first learn strategy because the goal of the program is achievement government goals, we currently have three innovations to use for achieve goals, online services, manual services or online services directly and form licensing agents in each district, this is done for easy permission management.

One-door integrated service innovation first organizational strategy because of which being the target of innovation is the achievement of strategic goals as for the innovations used namely direct services, online services and the establishment of licensing agents in each subdistrict. Based on these interviews it can be concluded that one integrated service doors but there are still those that are under repair. Furthermore, interviews were conducted with Mrs. St. Aminah (the community does online services): “ One stop integrated service has several innovations made to achieve common goals, one of which is the focus of developing online service (sifamase application), although this application cannot be used yet well, we also do a number of ways so that these innovations can achieved. Among them provide services in a transparent, accountability, participative, does not discriminate in providing services.

4. Conclusions

Conclusion Based on the results of research through interviews with informants and direct observation conducted at the Investment and Integrated Services Office One Door for Labor in Barru Regency, it can be concluded that: a. Public service innovation has not fully gone well in the Plantation Service One Stop Workforce Capital and Services, b. Supporting factors in one-door integrated service innovation, namely facilities and infrastructure in a one-stop integrated service, this is good, this is judged by the provision vehicle to the technical team. Inhibiting factors in integrated service innovation one door, namely the lack of quality human resources, this is seen as still there some employees are not in accordance with their expertise and duties and are not carried out socialization of the service process so that many people do not know the procedure licensing.

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