

ABSTRAK

Muhammad Alfaidin, Abdul Mahsyar, Dian Lestari, Strategi Pemerintah Dalam Meningkatkan Pelayanan Publik Di Kecamatan Mariso Kota Makassar.

Penelitian ini bertujuan untuk mengkaji strategi pemerintah dalam meningkatkan kualitas pelayanan publik di Kecamatan Mariso Kota Makassar berdasarkan kerangka pikir Osborne dan Plastrik (2001), yang meliputi pengembangan struktur kerja organisasi, prosedur pelayanan, infrastruktur, dan budaya kerja. Metode yang digunakan adalah deskriptif kualitatif dengan teknik pengumpulan data melalui wawancara mendalam, observasi partisipatif, dan dokumentasi. Analisis data dilakukan secara reduksi, paparan, dan penarikan Kesimpulan. Hasil penelitian menunjukkan bahwa (1) pengembangan struktur organisasi, yang berlandaskan Peraturan Wali Kota Makassar Nomor 53 Tahun 2023, berhasil memperjelas peran dan fungsi aparatur, didukung oleh inovasi operasional seperti penambahan empat loket layanan untuk mempercepat alur administrasi; (2) penerapan Standar Operasional Prosedur (SOP) meningkatkan konsistensi dan akuntabilitas, walau masih perlu fleksibilitas bagi kasus darurat; (3) infrastruktur fisik ruang tunggu bersih, sofa, ventilasi meningkatkan kenyamanan, namun aksesibilitas disabilitas dan kesiapan e-government (web dan aplikasi SIAMA) memerlukan perbaikan; dan (4) budaya kerja yang memadukan reward punishment, absensi sidik jari, apel pagi, serta evaluasi lapangan menumbuhkan disiplin dan etika “sombere”, meski konsistensi sikap pegawai perlu diperkuat. Berangkat dari temuan tersebut, disarankan: penambahan fasilitas inklusif bagi penyandang disabilitas; revisi SOP dengan klausul jalur cepat; rekonstruksi dan pemeliharaan sistem TI (relaunch situs dan aplikasi SIAMA); peningkatan pasokan listrik cadangan dan jaringan; serta program workshop internal dan sosialisasi menyeluruh. Implementasi langkah-langkah ini diharapkan dapat mewujudkan birokrasi kecamatan yang lebih adaptif, akuntabel, dan berorientasi pada kepuasan masyarakat.

Kata Kunci: Pelayanan Publik, Struktur Organisasi, SOP, Infrastruktur, Budaya Kerja

ABSTRACT

Muhammad Alfaidin, Abdul Mahsyar, Dian Lestari, the Government's Strategy in Improving Public Services at the Mariso Sub-district Office, Makassar City.

This study aims to examine the government's strategy in improving the quality of public services at the Mariso Sub-district Office, Makassar City based on the framework of Osborne and Plastrik (2001), which includes the development of organizational work structure, service procedures, infrastructure, and work culture. The method used is qualitative descriptive with data collection techniques through in-depth interviews, participatory observation, and documentation. Data analysis was carried out by reduction, exposure, and conclusion drawn. The results of the study show that (1) the development of the organizational structure, which is based on the Regulation of the Mayor of Makassar Number 53 of 2023, has succeeded in clarifying the role and function of the apparatus, supported by operational innovations such as the addition of four service counters to accelerate administrative flows; (2) the implementation of Standard Operating Procedures (SOPs) improves consistency and accountability, although flexibility is still needed for emergency cases; (3) the physical infrastructure of clean waiting rooms, sofas, and ventilation improves comfort, but disability accessibility and e-government readiness (web and SIAMA application) require improvement; and (4) a work culture that combines reward punishment, fingerprint attendance, morning apples, and field evaluations fosters "somber" discipline and ethics, although the consistency of employee attitudes needs to be strengthened. Departing from these findings, it is recommended: the addition of inclusive facilities for persons with disabilities; revision of SOPs with fast-track clauses; reconstruction and maintenance of IT systems (relaunch of SIAMA's sites and applications); increase of backup and grid electricity supply; as well as internal workshop programs and comprehensive socialization. The implementation of these measures is expected to realize a sub-district bureaucracy that is more adaptive, accountable, and oriented towards community satisfaction.

Keywords: Public Service, Organizational Structure, SOPs, Infrastructure, Work Culture