

ABSTRAK

Astia Pratiwi, 2025. Etika Pelayanan Publik Di Mall Pelayanan Publik Di Kabupaten Barru (Dibimbing Oleh Dr. Andi Luhur Prianto, S.IP.,M.SI dan Ibu Nurbiah Tahir, S.Sos., M.A.P)

Pelayanan publik merupakan fungsi utama pemerintah dalam memenuhi kebutuhan masyarakat dan mewujudkan *good governance*, yang tidak hanya menekankan efisiensi dan efektivitas, tetapi juga etika pelayanan. Mall Pelayanan Publik (MPP) dibentuk sebagai upaya reformasi birokrasi untuk meningkatkan kualitas layanan melalui integrasi sistem. Namun, di MPP Kabupaten Barru masih ditemukan permasalahan etika pelayanan seperti kurangnya sikap responsif, ramah, dan komunikatif aparatur, yang berpotensi menurunkan kepercayaan dan kepuasan masyarakat. Penelitian ini bertujuan untuk mengetahui etika Pelayanan Publik di Mall Pelayanan Publik Kabupaten Barru. Penelitian ini menggunakan pendekatan kualitatif dengan tipe penelitian deskriptif. Data dalam penelitian ini terbagi menjadi dua yaitu primer dan sekunder dengan pengumpulan data dilakukan melalui observasi, wawancara mendalam, dan dokumentasi dengan informan yang terdiri atas pimpinan MPP, Petugas instansi Dukcapil dan DMPTSP serta masyarakat pengguna layanan MPP. Etika pelayanan dilihat Berdasarkan indikator yang dikemukakan oleh Basri Asmoro (2019), yaitu Persamaan, Adil, Kesetiaan dan Tanggung Jawab.

Hasil penelitian menunjukkan bahwa penerapan etika pelayanan publik di Mall Pelayanan Publik Kabupaten Barru belum optimal, khususnya pada prinsip persamaan, keadilan, kesetiaan, dan tanggung jawab. Permasalahan utama meliputi kurangnya pendampingan bagi pemohon, belum konsistennya pelayanan prioritas bagi kelompok rentan, rendahnya responsivitas dan kesungguhan petugas, serta ketidakpastian dan keterlambatan dalam penyelesaian layanan. Implikasi penelitian ini menunjukkan perlunya penguatan etika pelayanan publik melalui peningkatan kompetensi dan sikap aparatur, penegasan SOP, serta optimalisasi pelayanan prioritas agar kualitas layanan dan kepuasan masyarakat di Mall Pelayanan Publik Kabupaten Barru dapat meningkat.

Kata Kunci : *Etika, Pelayanan Publik, Mal Pelayanan Publik*

ABSTRACT

Public services are the main function of the government in meeting the needs of the community and realizing good governance, which not only emphasizes efficiency and effectiveness, but also service ethics. The Public Service Mall (MPP) was formed as an effort to reform bureaucracy to improve service quality through system integration. However, in the Barru Regency MPP, there are still problems with service ethics such as the lack of responsive, friendly, and communicative attitude of the apparatus, which has the potential to reduce public trust and satisfaction. This study aims to find out the ethics of Public Services in the Public Service Mall of Barru Regency. This study uses a qualitative approach with a descriptive research type. The data in this study is divided into two, namely primary and secondary with data collection carried out through observation, in-depth interviews, and documentation with informants consisting of MPP leaders, Dukcapil and DMPTPSP agency officers and MPP service users. Service ethics are seen based on the indicators put forward by Basri Asmoro (2019), namely Equality, Fairness, Loyalty and Responsibility.

The results of the study show that the application of public service ethics in the Barru Regency Public Service Mall has not been optimal, especially in the principles of equality, justice, loyalty, and responsibility. The main problems include the lack of assistance for applicants, the inconsistency of priority services for vulnerable groups, low responsiveness and seriousness of officers, as well as uncertainty and delays in completing services. The implications of this study show the need to strengthen public service ethics through improving the competence and attitude of the apparatus, affirming SOPs, and optimizing priority services so that the quality of service and community satisfaction in the Barru Regency Public Service Mall can increase.

Keywords: *Ethics, Public Service, Public Service Mall*