

ABSTRAK

Nurqalbi Ikhwana, Burhanuddin, Rusliadi, 2026 “Penerapan Etika Administrasi Negara dalam Membangun Citra Pelayanan Publik di Kantor Kecamatan Rappocini Kota Makassar”

Penerapan etika administrasi negara menjadi salah satu unsur fundamental dalam penyelenggaraan pelayanan publik, khususnya dalam membentuk citra positif lembaga pemerintah di tingkat kecamatan. Pelayanan publik yang dilaksanakan berdasarkan nilai-nilai etika diharapkan mampu menghasilkan pelayanan yang lebih efisien, efektif, responsif, berkualitas, serta dapat dipertanggungjawabkan sesuai kebutuhan masyarakat. Penelitian ini bertujuan untuk menganalisis penerapan etika administrasi negara dalam membangun citra pelayanan publik di Kantor Kecamatan Rappocini Kota Makassar dengan menitikberatkan pada indikator efisiensi, efektivitas, kualitas layanan, responsivitas, dan akuntabilitas. Penelitian ini menggunakan pendekatan kualitatif dengan teknik pengumpulan data melalui observasi, wawancara, dan dokumentasi. Sumber data berasal dari 7 informan yang ditetapkan secara purposive sampling. Keabsahan data diuji melalui triangulasi sumber, triangulasi teknik, dan triangulasi waktu, sedangkan analisis data dilakukan melalui tahap reduksi data, penyajian data, penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa aspek efisiensi pelayanan berjalan cukup baik didukung oleh penerapan alur pelayanan yang jelas, waktu pelayanan relatif cepat, serta pemanfaatan teknologi, meskipun pemanfaatan layanan berbasis teknologi belum optimal bagi seluruh masyarakat. Aspek efektivitas pelayanan dinilai cukup baik karena pelayanan telah berorientasi pada pemenuhan kebutuhan masyarakat dan didukung oleh evaluasi rutin. Aspek kualitas layanan menunjukkan kategori cukup baik dengan dukungan sarana prasarana dan sistem informasi pelayanan, walaupun masih diperlukan peningkatan pada layanan berbasis digital. Aspek responsivitas tergolong cukup baik karena aparaturnya cukup tanggap dalam menangani kebutuhan dan keluhan masyarakat melalui mekanisme pengaduan yang tersedia. Sementara itu, aspek akuntabilitas dinilai cukup baik karena transparansi informasi, serta evaluasi sebagai upaya perbaikan pelayanan secara berkelanjutan. Dengan demikian, penerapan etika administrasi negara berkontribusi dalam membangun citra pelayanan publik yang cukup positif di Kantor Kecamatan Rappocini.

Kata Kunci: Etika Administrasi Negara, Citra Pelayanan Publik, Pelayanan Publik, Kecamatan Rappocini.

ABSTRACT

Nurqalbi Ikhwana, Burhanuddin, Rusliadi, 2026 "The Application of State Administration Ethics in Building the Image of Public Services at the Rappocini Subdistrict Office in Makassar City"

The application of public administration ethics is one of the fundamental elements in the delivery of public services, particularly in shaping a positive image of government institutions at the sub-district level. Public services that are carried out based on ethical values are expected to produce services that are more efficient, effective, responsive, high-quality, and accountable in accordance with the needs of the community. This study aims to analyze the application of state administration ethics in building the image of public services at the Rappocini Subdistrict Office in Makassar City, focusing on indicators of efficiency, effectiveness, service quality, responsiveness, and accountability. This study uses a qualitative approach with data collection techniques through observation, interviews, and documentation. The data sources came from 7 informants who were selected using purposive sampling. The validity of the data was tested through source triangulation, technique triangulation, and time triangulation, while data analysis was carried out through the stages of data reduction, data presentation, and conclusion drawing.

The results of the study show that the efficiency of services is quite good, supported by the implementation of clear service procedures, relatively fast service times, and the use of technology, although the use of technology-based services is not yet optimal for the entire community. The effectiveness of services is considered quite good because services are oriented towards meeting the needs of the community and are supported by routine evaluations. The quality of service aspect shows a fairly good category with the support of infrastructure and service information systems, although improvements are still needed in digital-based services. The responsiveness aspect is fairly good because the apparatus is quite responsive in handling community needs and complaints through the available complaint mechanisms. Meanwhile, the accountability aspect is considered fairly good because there is accountability for work, transparency of information, and evaluation as an effort to continuously improve services. The application of state administrative ethics contributes to building a fairly positive image of public service at the Rappocini sub-district office.

Keywords: *State Administration Ethics, Public Service Image, Public Service, Rappocini Subdistrict.*