ABTRACT

CREATING THE SERVICE STANDARDS AT THE BULOA SUBDISTRICT OFFICE* TALLO *DISTRICT OF MAKASSAR CITY

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Every government organization, especially the subdistrict, which is the smallest level of government agency, is certainly required to have and implement service standards and service declarations in accordance with applicable government regulations. This research aims to develop service standards at the Buloa *Subdistrict Office, including fast, quality, and ease of service to the people. This service standard serves as a benchmark in the implementation of public services that are efficient, measurable, and in accordance with the needs of citizens. However, the* Buloa *Subdistrict in* Makassar *City does not have service standards and service declarations yet, so several problems arise in the service, such as the requirements for managing files that often make the people repeatedly come to the village office to find the management files.*

This research applied a qualitative approach. The data in this study were collected through observation, interviews, and document review. It is descriptive research where the data collected is in the form of words or pictures so that it does not involve any numbers, and the collected data were easy to understand after the analysis.

The outputs of this study created 3 (three) Service Standards and Service Declarations based on the Law of the Republic of Indonesia *Number 15 of 2009 concerning Public Services and the Regulation of the Minister of Empowerment of the Civil Servants for Bureaucratic Reform Number 15 of 2014 concerning Service Standards Guidelines, including Service Standards for Poverty Statement Certificates, Business Statement Certificates, and Domicile Statement Certificates. These three service standards were created based on the results of interviews and observations from* the Buloa *subdistrict office as an urgency, where the people of the Buloa subdistrict most often carry out these services.*

Keywords: *Effective and Efficient, Buloa Sub-District, Public Service, Service Standards, Service Information*

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