ABSTRACT

CREATING THE SERVICE STANDARDS AT THE TELLO BARU SUBDISTRICT OFFICE

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Public services have a big contribution to public life. As the local government organizer, the subdistrict office holds a crucial role in community administration, as the subdistrict is the administrative unit within the city that is closest to the community. Public service standards are benchmarks used to regulate how services are delivered and subsequently serve as a reference for evaluating service quality. The standards demonstrate a commitment to providing prompt, measurable, and high-quality services to the public. The objective of this study is to create service standards at the Tello Baru subdistrict office to foster a culture of integrity, productivity, and responsibility among civil servants, as well as to cultivate a positive mindset and work ethic.

The creation of these service standards was designed based on interviews with the service providers at the Tello Baru subdistrict office regarding the services most frequently accessed by the public. This study employed a qualitative, descriptive research method involving the description and combination of data obtained from interviews, observations, and document reviews, which were described and depicted based on the available data. The author collected interview data from subdistrict employees and members of the community, totaling nine individuals for each type of service.

The service standards at the Tello Baru subdistrict office were officially established on June 24, 2024, with the signing of each individual service standard for Poverty Statement Letters and Domicile Statement Letters.

Keywords: *Public Service, Service Standard, Subdistrict.*

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