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CREATING SERVICE STANDARDS AT DAYA SUB-DISTRICT OFFICE OF MAKASSAR CITY

Author : Sahvira Effendy
Supervisor : Musdalifah

Public services are inevitably associated with various problems, arising from both government administration patterns and the community environment. Widespread issues in public services including basic services such as clarity regarding the requirements for processing certain documents have not been optimally addressed. This study aims to develop service standards at Daya Sub-district Office of Makassar City, as an effort to ensure that all levels of society as service users are aware of the basic rules of public services.

A qualitative approach was employed as well as collecting data through interviews with the Head of the Sub-district, the Head of Government Affairs Section, the Head of Economic and the Development Section and members of the society who were processing certain documents by using interview guidelines. Direct observation was also recorded in the observation checklist and document analysis was also conducted. The public hearings and focus group discussions methods were also applied that in line with the Regulation of Minister of State Apparatus Utilization and Bureaucratic Reform of the Republic of Indonesia Number 15 of 2014.

Based on the results of this study, three service standards will be implemented at the Daya Sub-district Office namely Domicile Certificate, Inadequate Certificate and Business Permit. Various stages of developing service standards were carried out, including identification, service standard design, determination, implementation through internalization and socialization, and last one, the establishment of a service information board as a final statement that the service provider is always ready to provide optimal public services.

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

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