

ABSTRACT
DEVELOPMENT OF SERVICE STANDARDS TO FACILITATE THE
SERVICE PROCESS IN MASALE SUB-DISTRICT

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Kelurahan (Sub-District) is one of the service institutions that is supposed to be the first to be approached by the community in order to acquire services based on good governance principles. The presence of the concept of good governance itself is present due to popular unhappiness with the government's public services. As a result, defining or designing service standards is one of the steps in addressing these issues in the aim that users would be able to readily access services that reference service standards. Service standards are used to guide service delivery in the intention of delivering optimal and consistent services for the community. The benefits of developing service standards include the capacity to regain public trust in government by correctly compiling and executing service standards that are tailored to the needs of the community and the capabilities of service providers. The objective of this study was to develop service standard guidelines that may be used by the community and service providers to administer public services in Masale Sub-District.

This study applied a qualitative approach that includes conducting interviews, observation, documentation, and Focus Group Discussion (FGD) with members of the Masale Village community as well as parties from the Masale Sub-District Office as the main informants, as well as analyzing existing data using data triangulation techniques by utilizing several methodologies such as theoretical data triangulation, methods, and data sources.

The study's output include establishing and executing service standard documents for making heir certificates, certificates of incapacity, and waste retribution services, as well as determining service information known and accepted by the Masale Sub-District Head.

Keywords: Public Service, Good Governance, Service Standard, Masale Sub-District

