

Implementation of Public Service Policy at the White Water Crossing Technical Unit of the Bengkalis Regency Transportation Service

Salamun

Ratu Samban University, Indonesia

Email: salamunharis1963@gmail.com

Abstract

The aim of this research is to determine the implementation of public service principles in the technical implementation unit of the Air Putih crossing of the Bengkalis Regency Transportation Service. The research method used is a qualitative approach through descriptive surveys and data reduction techniques. The data source is from the informant as the head of the UPT as. Data collection techniques include in-depth interviews, field observations to observe events in the research field, documentation in the form of results from other people in the form of archives and other documentation. The conclusion of this research states that the implementation of public services in the White Water Crossing Technical Implementation Unit of the Bengkalis Regency Transportation Service is quite implemented, but still needs to be improved and improved services based on indicators of Communication, Resources, Disposition and Bureaucratic Structure. The inhibiting factor is the limited number of people who are skilled in providing services. Some employees are not skilled in carrying out their duties, resulting in a backlog of work, which is an obstacle in serving the White Water Crossing technical service unit.

Keywords: Implementation, Public Services, Water Crossings, Transportation Service.

A. Introduction

Public administration can be thought of as a connecting link between government and society (the public). Public administration is used to better understand this relationship and can increase the responsibility of a public policy for the effectiveness of its implementation. Public administration today has been given more meaning than just a simple definition, namely "the science of state affairs." Public administration has a very large role in covering all aspects of the social, political, cultural and legal environment that influence the implementation of the duties of state institutions.

Transportation has a very vital contribution and strategic dimension to national development, because of its role as a driver and driver of development activities and as an adhesive for gaps between regions. The strategic position of transportation is increasingly felt to be important when many other sectors have had their role reduced as a result of the prolonged economic crisis, while the role of transportation has turned out to be a central point for the revival of the real sector in the post-crisis national economy.

A port is a place consisting of land and/or waters with certain boundaries as a place for government activities and business activities which is used as a place for ships to dock, boarding and disembarking passengers and/or loading and unloading of goods, in the form of terminals and

ship berths equipped with shipping safety and security facilities and port supporting activities as well as a place for intra- and inter-mode transportation (Sailing Law No. 17 of 2018).

The public hopes that there will be changes in the administration of government that is clean, accountable and reliable in carrying out its functions and roles. High public expectations can change the paradigm and fundamental order of the government administration system.

The provision of public services by government officials to the community is an implication from the function of the State apparatus as a public service, so that the position of the government apparatus in public services is very strategic because it will determine the extent to which the government apparatus is able to provide the best service for the community and the extent to which the State has carried out its role well in accordance with the objectives of its establishment. Moenir (1992:56) states that public service is an activity carried out by a person or group of people based on material factors through certain systems, procedures and methods in an effort to fulfill the interests of other people according to their rights.

In general, the Bengkalis Regency Transportation Service continues to strive to improve its services to the public so that the public feels very satisfied with the services at the Bengkalis Regency Transportation Service, especially at the Peberagan UPT. The Bengkalis Regency Transportation Service is one of the Work Units under the Ministry of Transportation which continues to improve its services to the public.

B. Research Methods

This research is descriptive qualitative research that describes the phenomena that occur. J. Moleong (2017:24). Defining qualitative research as a research procedure that produces descriptive data in the form of written or spoken words from informants and behavior observed in the field according to the research focus

1. Data source

The types and sources of data collected through informants in this research include the following:

- a. Primary data. Primary sources/data are data sources that directly provide data to data collectors. This primary source is in the form of interview notes obtained through interviews conducted by the author.
- b. Secondary data. This secondary data source can be the result of further processing of primary data presented in another form or from people. Secondary data is data obtained through literature study by reading books, literature, journals, newspapers and various other information relating to the problem being studied.

2. Data Collection Technique

Data collection in qualitative research is words and actions. The main data sources are recorded through written notes or through video/audio recording, taking photos or films in this research, namely as follows:

- a. Interview (Interview). To obtain in-depth data and information, this research uses interviews as the main technique for collecting data, which is applied to certain parties related to the research objectives. An interview is a meeting of two people to exchange information and ideas through questions and answers, so that meaning can be constructed on a particular topic.
- b. Observation, namely a data collection technique using observation, is used if the research concerns human behavior, work processes, natural phenomena and if the number of informants being observed is not too large.

- c. Documentation. Documentation is a data collection technique by collecting and analyzing documents, both written documents and unwritten documents such as images and electronics.

3. Data analysis

The data obtained through interviews, tests, documentation and observation is then put into the form of a description which is prepared in accordance with a predetermined systematic writing framework. The data analysis carried out in this research used two approaches, namely the qualitative approach. According to Miles and Hubermas, qualitative data is obtained from data reduction, data display and conclusion drawing/verification.

C. Results and Discussion

1. Implementation of Public Service Policy at the White Water Crossing Technical Implementation Unit of the Bengkalis Regency Transportation Service.

Changes or reforms in public service administration are directed at optimizing service delivery at the service level closest to the community. With the issuance of Law Number 25 of 2009 concerning Public Services and Law Number 23 of 2014 concerning Regional Government, this service unit has become a service node for integrated service offices/agencies in districts/cities while improving service quality and bringing services closer to the community.

Public service is one of the government's obligations in an effort to serve the community. The state was formed basically to provide services to the community, both services in the form of protection, access and fulfillment of basic rights as living creatures. Specifically, public services are efforts to fulfill the services, goods and administration provided by the government in various aspects of life for the welfare of society. Various aspects of life in providing public services are quite popular in society, such as aspects of education, health, and no less important, namely administrative aspects. The public hopes that there will be changes in the administration of government that is clean, accountable and reliable in carrying out its functions and roles. High public expectations can change the paradigm and fundamental order of the government administration system

The provision of public services by government officials to the community is an implication of the function of the State apparatus as a public service so that the position of government officials in public services is very strategic because it will determine the extent to which the government apparatus is able to provide the best service to the community and the extent to which the State has carried out its role well in accordance with the objectives of its establishment. Suggests that public service is an activity carried out by a person or group of people based on material factors through certain systems, procedures and methods in an effort to fulfill the interests of other people according to their rights.

2. Communication in the Implementation of Public Services at the White Water Crossing Implementation Unit of the Bengkalis Regency Transportation Service

Communication will greatly determine the success of achieving the goals of policy implementation. Effective implementation occurs when decision makers already know what they are going to do. Knowledge of what they will do can work if communication goes well, so that every policy decision and implementation regulation must be transmitted (or communicated) to the right department.

Apart from that, the policies communicated must be precise, accurate and consistent. Communication (or transmission of information) is needed so that decision makers, namely implementors, will be more consistent in implementing every policy that will be implemented in

society. Therefore, communication is one of the main factors in implementing policies, the communication factor is the main flow for implementing every policy when it comes to implemented. This is related to the question of how to convey a policy that is to be implemented both to the implementers and to the policy targets, then how to find out the response of the implementers of the policy.

To convey the policy decisions taken, policy communication is needed which aims to change attitudes, change opinions, change behavior and create mutual understanding because communication is an interaction between communicators and communicaters who exchange and give the same meaning to information for one particular purpose through media, techniques or methods that have been determined. Clarity of policy measures and objectives therefore needs to be communicated appropriately with implementers. Consistency or uniformity of basic measures and objectives needs to be communicated so that implementers know the exact measures and objectives of the policy.

3. Transmission of policies in the Implementation of Public Services at the White Water Crossing Implementation Unit of the Bengkalis Regency Transportation Service

Effective policy implementation occurs when decision makers know what to do. Communication in implementing policies is very important to implement. This aims to provide information regarding the policies that have been made. It is also very important for implementers to implement a policy where the content and objectives of the policy will be known if it has been communicated well to the implementers of the policy.

However, from the outreach carried out to both the public and employees, it was found that the outreach was not comprehensive. Because so far only employees have been given knowledge about this. Before being able to implement a policy, the implementer must be aware that a decision has been issued, there are often misunderstandings regarding the decision that has been issued. So that there are no misunderstandings, good socialization must be carried out to the community, especially to employees as implementers, as well as socialization is provided to the community.

4. Implementation of Public Services at the White Water Crossing Implementation Unit of the Bengkalis Regency Transportation Service

A policy adopted by a policy maker must contain clear and consistent content. A policy with clear content will make a policy easier and will avoid distortion or deviation in its implementation. This is because if a policy has clear content then the possibility of wrong interpretation by the implementer can be avoided and conversely, if the content of a policy is still unclear or unclear, the potential for misunderstanding will be large.

Implementation will be effective if all components responsible for their duties and responsibilities in carrying out their duties, in making a decision must know the stages in implementing it. Implementation of the policy must be accepted by all workers and all elements must understand it clearly and in accordance with the aims and objectives of the decision.

5. Consistency in the Implementation of Public Services at the White Water Crossing Implementation Unit of the Bengkalis Regency Transportation Service

The implementation of communication must be consistent and clear to determine or carry out. If the orders given change frequently, it can cause confusion for implementation in the field. Even though consistency refers to guidance on counseling materials, the integrity, completeness and systematicity of the delivery delivered is less than perfect and systematic, the quality of communication will be biased. Therefore, consistency must also receive attention in communication.

Based on the responses of informants, the leadership and employees of the Bengkalis

Regency Water White Crossing UPT stated that their party had tried to provide the maximum possible service to the community. Information regarding departure and arrival is always in accordance with the specified time, and the place to purchase tickets is at the port and the Air Putih crossing UPT has collaborated with several private parties to make it easier for passengers to purchase tickets. However, this has not been implemented optimally, but there are still several weaknesses which are the next homework for UPT Air Putih Crossing to be addressed for the comfort of passenger travel.

The response from the public is in accordance with the results of observations by researchers in the field which state that officers always provide information to passengers regarding the ship's departure and arrival schedule at the port, even if there is a delay in departure, they also always provide information to passengers so that passengers do not feel disadvantaged in terms of time and cost.

6. Resources in the Implementation of Public Services at the White Water Crossing Implementation Unit of the Bengkalis Regency Transportation Service

To implement a policy, it is very necessary to have relevant resources in implementing the policy, human resources that guarantee that the policy can be directed as expected, and the existence of supporting facilities that can be used to implement the policy. The availability of these resources can be measured from the following indicators:

- a. Human resources are resources that can take the form of human resources, namely implementer competition, and supporting resources such as facilities and infrastructure. Employees were assigned to carry out and supervise and review activities related to services at the White Water Crossing UPT.
- b. Availability of financial resources, facilities and infrastructure. Adequate sources of funds and facilities and infrastructure to support the implementation of services such as comfortable seating, adequate office space or waiting room for passengers, cleanliness, toilets, ticket booths and other supporting infrastructure needed for passenger comfort in carrying out services. The amount of funds and infrastructure at the White Water Crossing UPT is still inadequate.
- c. Disposition which means talking about the implementor's attitude/response to the policy, namely in the form of the implementer's awareness, the implementer's instructions/directions to respond to the program towards acceptance or rejection, and the intensity of the response. Implementers may understand the aims and objectives of the program but often fail to implement the program appropriately because they reject the objectives contained in it, thereby secretly diverting and avoiding program implementation. Apart from that, support from implementing officials is needed to achieve program targets.
- d. Disposition factors (tendencies) are the third factor in determining the success of policy implementation, which has important consequences for effective policy implementation. Organizational structure is the arrangement of the relationships between component parts and positions in an organization. The organizational structure specifies the division of labor and shows how functions and activities are related to each other, in some cases also shows the level of specialization, hierarchy, authority and relationships. Through a good structure, we can realize the division of tasks, functions and work procedures, authority and responsibility, in order to create harmonization and work motivation in an organization.

7. Inhibiting Factors in the Implementation of Transportation Services' White Waters Crossing Services

The obstacles faced in implementing services for the public interest at the White Water

Crossing UPT are as follows:

- a. Due to limitations in skilled human resources in service to the community, because there are still employees who do not understand how to carry out the basic tasks assigned to them, resulting in a backlog of work, which is the cause of services at the UPT in the White Water Crossing.
- b. Limited service facilities that are no longer suitable for use. Regarding facilities in general, they meet the requirements as a place to carry out public services, especially maritime passenger services, standards according to existing regulatory procedures will have an impact on security and comfort, but there are some of these facilities that are no longer suitable White Water Crossing UPT.
- c. There are no standards governing services at the White Water Crossing UPT. Only the regulations contained in the contract decision letter serve as guidelines for carrying out safety work tasks which refer to Law number 8 of 2008 concerning Water Shipping.

D. Conclusion and Suggestion

1. Conclusion

Based on the discussion regarding Policy Implementation which is already underway, but still needs to be improved and improved services, several conclusions can be drawn, namely as follows:

- a. Communication indicators are quite good, the public is always given information regarding departure and arrival schedules. Meanwhile, if there is a delayed schedule, officers always provide information to passengers first, so that passengers do not wait too long.
- b. Resource indicators are quite good, but there are still things that need to be improved and added, such as in terms of human resources, there are still employees doing more than one main task, so there is overlapping work and in terms of facilities, there are still many things that need to be improved, such as three toilets available. but only one can be used.
- c. The disposition indicator states that officers are sufficiently committed to carrying out their duties, this can be seen from the performance of employees who try as hard as possible to carry out their duties well, and provide good service so that consumers are satisfied.
- d. The indicator of the bureaucratic structure is that it is poorly implemented due to the absence of SOPs and only being guided by the contract decision letter which is used as a guideline in carrying out tasks.
- e. The obstacles faced in the implementation of the principles of public service at the White Water Crossing UPT are limited human resources in implementing the service principles, there are still employees carrying out more than one main task so that work overlaps, this can hamper the services available at the Water Crossing UPT White.

2. Suggestion

Based on the discussion and conclusions regarding policy implementation, suggestions can be submitted as follows:

- a. For the UPT to recruit employees to supplement the shortage of employees so that there is no overlapping of work so that they can provide optimal service
- b. For the Head of UPT to provide education and training for employees so that they can improve employees' skills and competence in carrying out their duties, considering that not many employees understand more deeply about shipping.
- c. For the UPT to collaborate with the government to repair and complete the facilities needed at the UPT Crossing, remembering that the UPT Crossing is a public agency that

provides services to the community so that by completing the facilities it can provide comfort and satisfaction for the community as service recipients.

- d. The Head of the UPT and staff are expected to prepare special SOPs that can be used as guidelines in carrying out their duties in providing services in the form of crossing transportation for the community.

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