

## ARTICLE

# Analysis of Innovation in Public Service (Research Study on Banjarbaru City, Batam City, and Bandung City)

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**Abstract:** This study aims to analyze the innovations that have been made by various cities that have the aim of improving the quality of public services. This research uses a qualitative approach. The technique of collecting data by researchers is by conducting literature studies related to research in order to obtain concepts that are relevant to the study of public policy innovation. The population in this study are cities that have made innovations in public services, while the samples in this study are innovations made by the city of Bandung, Banjarbaru city, and also the city of Batam which has the aim of improving the quality of public services in each city. The results obtained in this study are the existence of innovations made by various regions, indicating that what is done will be encourage the development of public service innovation, encourage the development and transfer of public service innovation, accelerate the improvement of the quality of public services, and also improve community satisfaction. Where innovation is carried out in the form of combining new elements, new combinations of existing elements, significant changes or starting from traditional ways of doing things, as well as referring to new products, new policies and programs, new approaches, and new processes.

**Keywords:** Innovation, Public Service, Community Satisfaction

## 1. Introduction

One of the most important processes in an effort to create public welfare is to maximize public services. By paying attention to public services, the public will always feel more cared for by the government. One way to maximize public services is to routinely carry out a breakthrough innovation. In general, innovation is often translated as the discovery of new things, but actually the "novelty" aspect of innovation is very much emphasized for innovation in the private sector. Innovation in the public sector is more emphasized on the "improvement" aspect resulting from these innovation activities, namely that the government is able to provide public services more effectively, efficiently and with quality, cheap and affordable according to community needs. Innovation in the public sector is one way or even a "breakthrough" to overcome congestion and organizational needs in the public sector. (Eldo, 2018).

Public services have now become a central issue in development in Indonesia. The development of public services is always up to date to be discussed. Basically, humans need service, the concept of this service will always be in the life of every human being. The position of society that changes to become citizens makes public service providers not only position the community as consumers, but further the community is also involved in every decision making. The participation of the community in each of these decisions makes it possible for public service providers to be more responsive.

The concept of innovation has not been maximally developed in the public sector. This matter, because most public sector organizations are less challenged, because they are in a noncompetitive climate, and do not even feel problematic in terms of their survival. So, it is natural that the concept of innovation is underdeveloped in the public sector. However, changes that occur in the public administration process require many other things to change. (Rina Mei Mirnasari, 2013). In the public sector, innovation is indispensable in the development of a public service. Innovation comes as a new product and replaces the old way. This means that every public service, in principle, must contain a new innovation. (Djamrut, 2015). So, it is natural that the concept of innovation is underdeveloped in the public sector. However, changes that occur in the public administration process require many other things to change. (Rina Mei Mirnasari, 2013). In the public sector, innovation is indispensable in the development of a public service. Innovation comes as a new product and replaces the old way. This means that every public service, in principle, must contain a new innovation. (Djamrut, 2015). So, it is natural that the concept of innovation is underdeveloped in the public sector. However, changes that occur in the public administration process require many other things to change. (Rina Mei Mirnasari, 2013). In the public sector, innovation is indispensable in the development of a public service. Innovation comes as a new product and replaces the old way. This means that every public service, in principle, must contain a new innovation. (Djamrut, 2015). Innovation comes as a new product and replaces the old way. This means that every public service, in principle, must contain a new innovation. (Djamrut, 2015). Innovation comes as a new product and replaces the old way. This means that every public service, in principle, must contain a new innovation. (Djamrut, 2015). Innovation comes as a new product and replaces the old way. This means that every public service, in principle, must contain a new innovation. (Djamrut, 2015).

In Article 1 Paragraph 8 of Law No. 23/2014 states that decentralization is the transfer of Government Affairs by the Central Government to autonomous regions based on the principle of autonomy. Based on this definition, it can be stated that one of the policy actors who play an important role in delivering people in the regions to feel the welfare impact of the implementation of Regional Government policies is the Regional Government itself. As one of the important actors, the Regional Government according to its authority is expected to be able to produce the right decisions and actions to solve problems and meet the needs of the people in their regions. In line with this, we

realize that serious efforts are needed to raise the quality of decisions and actions of local governments to be more effective and efficient through innovative breakthroughs. It can be more explicitly stated that innovation is needed by local governments to improve the quality of decisions and actions it produces so that their impact can improve the welfare of local communities. (Wicaksono, 2018)

Public service is a scope that is needed in every country where it exists, public service is defined as providing services or serving the needs of (people) or people who have an interest in an organization in accordance with applicable rules and methods. The one who acts as a servant is the government, where the government is essentially not to serve itself but also to the citizens of the community by dominating the conditions in order to form a comfort in all social access. (Ariyani, 2020) The quality of good public services from government officials is made in the Decree of the Minister of State Apparatus Empowerment Number 63 / KEP / M.PAN / 7/2003 regarding general guidelines for the implementation of public services. This policy is useful for improving the quality of public services. Service delivery is created by the ability and creativity in the development of achieving common goals. The public will always demand quality public services even though it is not easy for the government to create appropriate services. As we will discuss in this study, it is related to innovations made by the regions to improve the quality of public services.

In 2016 the city of Banjarbaru made an innovation with the aim of improving the Public Service called SI SEPTI MANJA which is short of function other than a septic tank sludge in Indonesian. Where this innovation is motivated by not many people who know that Indonesia is a country with the second largest number of defecating actors in the world. For some people, sanitation is still a "backward" affair that is often neglected. To date, the problem of sanitation is still not widely promoted. In fact, world leaders who are members of the United Nations consider access to sanitation as one of the targets that must be met by each country as stated in the Sustainable Development Goals (SDGs). By 2030, according to the SDGs milestone, every country is expected to be able to realize 100% access to sanitation for its citizens.

In addition to the city of Banjarbaru, Batam City in 2017 also made an innovation for the Public Service Mall. Where the emergence of this Public Service Mall innovation is motivated by the spread of locations for public services in Batam City, causing the government to

provide a place that can provide public services to the community quickly, precisely, comfortably and integrated with one another. In addition, the large number of agencies that carry out public services as well as different locations for public services and complex bureaucracies, are an impetus for this innovation.

Not only the two cities, Bandung also has the innovation of TAMAN TEMATIK in 2018. Where, the existence of parks in Bandung City has not been present as representative, beautiful, comfortable and safe public spaces for the community to enjoy. The problem of garbage and park cleanliness, limited park facilities, security, 1/5 vandalism and theft of park facilities, park acupuncture by street vendors, illegal junk traders, homeless people, crazy people, street children are problems that have yet to be resolved in management park in Bandung City. To overcome the problems mentioned above, a Thematic Park Development Program is made which is expected to be one of the solutions for managing green open space in Bandung City by involving various stakeholders.

This study aims to analyze the innovations that have been made by various cities that have the aim of improving the quality of public services.

## 2. Research Methods

This research uses Qualitative approach. Where, according to Anggito in his book entitled "Qualitative Research Methods", qualitative research is the collection of data in a natural setting with the intention of interpreting the phenomena that occur where the researcher is a key instrument, the sampling of data sources is done purposively and snowbaal, the collection technique uses triangulation (combined), the data analysis is inductive / qualitative, and the results of qualitative research emphasize meaning rather than generalization. The technique of collecting data by researchers is by conducting literature studies, where according to Hermawan in his book entitled "Educational Research Methodology (Qualitative, Quantitative and Mixed Method)", part of the paper is a literature study which can contain discussion of previous research as well as scientific references that are in line with the research being carried out. The data used in this study are like journals and previous research related to research in order to obtain concepts that are relevant to the study of public policy innovation. Data collection is also carried out through tracing various sources, both from government documents and news media in print and electronic media as secondary data which is then

processed and described in narrative form according to data needs. Then the data analysis is carried out based on the theory and concept of public policy and then the data interpretation process is carried out. The population in this study are cities that have made innovations in public services, while the samples in this study are innovations made by the city of Bandung, Banjarbaru city, and also the city of Batam which has the aim of improving the quality of public services in each city.

## 3. Results and Discussion

### 3.1. Innovation of Public Services in Various Cities

Based on Article 15 and Chapter V of Law Number 25 of 2009 concerning Public Services, Public Service Providers are required to fulfill 10 elements regarding the implementation of public services themselves, which consist of: a. Service Standards The service standard components referred to at least include: legal basis, requirements, system of mechanisms and procedures, time frame for settlement, fees / rates, service products, facilities, infrastructure or facilities, executive competence, internal control, complaint handling, advice and input, number of implementers, guarantee of services implemented in accordance with service standards, guarantee of security and service safety in the form of a commitment to provide a sense of security free from danger and risk of doubt, and evaluation of the performance of the implementer. b. Service Notice c. Public Service Information System A series of activities covering the storage and management of information as well as mechanisms for delivering information from public service providers to the public and vice versa in the form of oral, Latin writing, written in braille, picture language, and / or local language, and presented manually or electronic. d. Management of Public Service Facilities, Infrastructure and / or Facilities. e. Special Services with special treatment for certain community members, including persons with disabilities, elderly people, pregnant women, children, victims of natural disasters, free of charge. f. Public Service Fees / Rates g. Implementer Behavior in Services h. Supervision of Service Provision i. Complaint Management j. Performance assessment. Management of Public Service Facilities, Infrastructure and / or Facilities.

#### 3.1.1. Public Service Innovation in the City of Banjarbaru "SI SEPTI MANJA" (the function of SEPTI tank in addition to being a place to stay)

It seems that not many people know that Indonesia is a country with the second largest number of perpetrators of defecation (BABS) in the world. For some people,

sanitation is still a “backward” affair that is often neglected. To date, the problem of sanitation is still not widely promoted. In fact, world leaders who are members of the United Nations consider access to sanitation as one of the targets that must be met by each country as stated in the Sustainable Development Goals (SDGs). By 2030, according to the SDGs milestone, every country is expected to be able to realize 100% access to sanitation for its citizens.

Indonesia set the target for achieving the SDGs earlier, namely the end of 2019, as mandated in the 2015-2019 RPJMN, which is known as Universal Access, namely 100% public access to clean water, 0% slum settlements and 100% community access to proper sanitation. For this “rear business”, although the Minimum Service Standard (SPM) figure for the City of Banjarbaru is above the average of most regencies / cities in Indonesia - which is 70% in 2014 - the stigma of the people of this city towards defecating is still a number umpteenth. It seems that sanitation infrastructure development has not yet become the star of the village and district level musrenbang proposals. In fact, according to data from the Health Office in 2016, there were around 3. 301 houses in Banjarbaru City do not have sanitation according to standards and 586 houses still practice defecation. On average, those who practice defecation are low-income people (MBR). MBR is the term for households that have an income below the UMP and the electric power used is below 900 VA.

Since 2009, sanitation infrastructure according to the standards for MBR has become a concern of the PUPR Office. There are 98 units of individual septic tank buildings, communal septic tanks, MCK, MCK +, or individual toilets, spread over 5 sub-districts and 20 sub-districts which are 1/3 built from 2009 to 2016. However, even so, the community's stigma against sanitation areas is only limited to disposal just feces, which incidentally is always in the back. It has never been used as a building with other functions. In fact, to achieve 100% access to sanitation by 2019, all efforts need to be made so that the community is willing to contribute significantly in handling this “back affairs”.

The goal of the Si Septi Manja innovation is to make the septic tank not only function as a place to dispose of feces but also be able to function according to the needs of the community around septic tank users. In addition to these goals, Si Septi Manja is also indirectly able to realize some of the SDG's goals, including poverty alleviation (No Poverty) through improving the economy of low-income communities through the construction of

fish ponds and the distribution of thousands of fish seeds that are ready to be harvested, healthy and prosperous life Good Health and Well Being), because the septic tank is built using water and airtight construction, so as to avoid groundwater and air pollution,

Apart from the goals, there are also benefits resulting from Si Septi Manja's innovation, namely (1). Construction of a septic tank that is according to standards, environmentally friendly, waterproof and airtight so as to save groundwater damage. (2). Changing the stigma of septic tank. From what they thought was only a place to dispose of feces, now it can increase its function according to their needs. (3). Changes in thought patterns and patterns of life. From what they did not think of to change their economy, they developed their entrepreneurial spirit. Likewise with the lifestyle, initially accustomed to using toilets and septic tank cubluk became healthier by using standard toilets and septic tanks. (4). The community has channeled their artistic talents and creativity to beautify and beautify the septic tank. and (5). The achievement of access to proper sanitation, especially for low-income families, can continue to increase. Counting down to 100% by 2/3 2019 is no longer too grandiose the achievement target. Because it is at 89.56%.

The results of Si Septi Manja's innovations include: (1). Able to build 226 septic tank units over a period of 9 years and among them 58 septic tank units which have their own uniqueness. (2). Non-governmental organizations that could be raised last year through this innovation were 58,250,000, - (3). The number of residents who donated their land last year to build a septic tank was 58 people, with each person donating 6 m<sup>2</sup> of land. (4). With a price per meter of Rp. 200.000, - means that there is community participation of = 6 m<sup>2</sup> x Rp. 200,000, - x 58 units = Rp. 69,600,000, - (5). The increase in SPM Sanitation from ± 70% to 89.56%, an increase of 19.56%. The remaining 10.44% achievements will go to 100% in 2019. (6). Increased support that continues to flow if we provide positive results for the achievement of this innovation. This is proven by the funding assistance from the Government, from 7 sub-districts, 58 septic tank units with funds totaling 2,184,900,000 in 2017, to 17 urban villages, 162 septic tank units with a fund of Rp. 6,010,000,000, - in 2018.

### 3.1.2. Public Service Innovation in Batam City (Public Service Mall)

The background of the emergence of the innovation of Public Service Malls in Batam City begins with the

awareness that the spread of locations for public services in Batam City has led to the government's desire to provide a place that can provide public services to the community quickly, precisely, comfortably and integrated with one another. The problems that drive the implementation of this innovation are the large number of agencies implementing public services, different locations of public services, and complicated bureaucracy.

The objectives and benefits that can be felt with the innovation of the Public Service Mall are to provide facilities for the community and business actors to take care of the need for public services such as SIM, passports, licensing services, tax payments, land affairs and certificates, labor, BPJS and others in a comfortable place and supported by the availability of complete infrastructure. One of the results of this innovation is the management of public services that is complete and integrated.

### **3.1.3. Public Service Innovation in Bandung City (TAMAN TEMATIK)**

The background of innovation and problems that encourage the creation of Thematic Park Development innovation is in accordance with the fighting motto of "Bandung Champion", the city government of Bandung wants to make Bandung a city that is superior, comfortable and prosperous. For the welfare of the city community, the Bandung City Government also aims to increase the happiness index of its citizens. The reason is that the progress of a region is not only measured by economic growth and per capita income, but currently there is a new theory used to measure the success of a region's development, which is based on the level of happiness of its citizens, which is known as the Index of Happiness. The Index of Happiness is an indicator used to measure people's welfare based on people's happiness level.

In connection with this, various programs were rolled out to increase the happiness index of Bandung residents, including the program to build city parks as public spaces. One of the characteristics that the residents of an area are happy with is when the members of the community are able to do outdoor activities comfortably and safely. Malls and other entertainment places are no longer the main choice of residents as locations for carrying out their daily activities, but they would prefer to do these activities in public spaces. In order for a city park to become a public space that is safe, comfortable and beautiful to be used by the community

for activities, the existence of a city park must have various functions. Apart from having an ecological function as a producer of oxygen, absorbing pollutants, absorbing water,

The existence of parks in the city of Bandung is not yet present as public spaces that are representative, beautiful, comfortable and safe for the community to enjoy. The problem of garbage and park cleanliness, limited park facilities, security, 1/5 vandalism and theft of park facilities, park acupuncture by street vendors, illegal junk traders, homeless people, crazy people, street children are problems that have yet to be resolved in management park in Bandung City. To overcome the problems mentioned above, a Thematic Park Development Program is made which is expected to be one of the solutions for managing green open space in Bandung City by involving various stakeholders. Increasing the provision of quality and quantity of green open space in the city of Bandung is one of the priority agenda programs of the elected regional heads of Bandung City 2013-2018 in the field of structuring public infrastructure in the form of creative use of vacant lands through the development of thematic city parks. In the 2013 - 2018 Regional Medium-term Development Plan, the Government of Bandung City through the Housing and Settlement Areas, Land and Landscaping Service plans to build 17 thematic parks.

The objectives of the development of Thematic Parks in Bandung City include (1) Increasing the quality and quantity of green open space in Bandung City in the field of structuring public infrastructure in the form of creative use of vacant lands through the construction of thematic city parks, namely a park development concept. with certain characteristics or specifications, so that each garden has certain characteristics. (2). Improving the function of Thematic Parks in addition to having an ecological function also has a social function, aesthetics can also be used as one of the tourist destinations in Bandung, so that the existence of Thematic Parks are more lively with a lot of activation from residents (3). Creating a Beautiful, Comfortable and Safe City Park. and (4). Optimizing the City Park Management Program as a Public Space by Involving the Active Role of the Community.

As for the benefits of the development of Thematic Parks in the City of Bandung, namely increased services in providing comfortable and beautiful public spaces which are expected to increase the Happiness Index of Bandung City residents, increase the sense of belonging and responsibility of the community towards city parks

as home spaces, and the establishment of collaboration between the City Government. Bandung with Stakeholders.

### 3.2. Things That Need to be Careful in Public Service Innovation

Public service is the most visible measure of government performance. The public can directly assess the government's performance based on the services it receives. For this reason, the quality of public services in all ministries / agencies is a fundamental matter that must be improved immediately. In Law Number 25 of 2009, it is stated that excellent service is service that is fast, easy, sure, inexpensive, and accountable. To improve services, efforts are made for the public to be involved in policy formulation, preparation of service standards, implementation of public service satisfaction surveys, and submission of complaints, complaints and appreciation. This community involvement and participation will support the improvement of the service standards that have been set. As an example, the results of the public service satisfaction survey will be able to better know from what side the services provided are considered unsatisfactory. (Kurniawan, 2016)

According to Valarie (in Kurniawan, 2016) things that need to be considered are: a. Determine the public services provided, what kind; b. Treating service users, as customers; c. Trying to satisfy service users, according to what they want; d. Looking for the best and best quality service delivery method; e. Provides ways, when service users have no other choice. Assessment of service quality cannot be separated from the ability of employees to provide services and provide physical facilities.

### 4. Conclusion

With the innovations carried out by various regions, it shows that what is done will men courage the development of public service innovation, encourage the development and transfer of public service innovation, accelerate the improvement of the quality of public services, and also improve community satisfaction. Where innovation is carried out in the form of combining new elements, new combinations of existing elements, significant changes or starting from traditional ways of doing things, as well as referring to new products, new policies and programs, new approaches, and new processes.

One of the results of Si Septi Manja's innovations carried out by the City of Banjarbaru is the ability to build 226 septic tank units over a period of 9 years and among

them 58 septic tank units which have their own uniqueness. Meanwhile, one of the results of the innovation of Public Service Mall in Batam City is the complete and integrated management of public services. Not only in these two big cities, the City of Bandung also has the results and benefits that are felt by the innovation in the development of Thematic Parks in the City of Bandung, namely the increased service in providing comfortable and beautiful public spaces which are expected to increase the Happiness Index of Bandung City residents, increase the sense of have and community responsibility for city parks as public spaces.

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