

# Public Service Innovations Facing the COVID-19 Pandemic in 3 Public Service Sectors in Pasuruan City

Agung Galih Diwantoro, SAP

\*Corresponding author: E-mail: [agunggalih80@gmail.com](mailto:agunggalih80@gmail.com)

## ABSTRACT

As is known, in all corners of the world currently affected by the Covid-19 pandemic (Corona Virus Disease 2019) is also occurring in Indonesia. Pasuruan city as one of the administrative cities of 38 regencies / cities in East Java Province, Indonesia is also affected by the Covid-19 pandemic. In the period of pandemic since the beginning of 2020, the Pasuruan Government did not implement quarantine policies such as lockdown or PSBB. Facts in the field, people who are exposed to Covid 19 from time to time continue to grow, for that the government implements health protocol policies in society, one of which is in the field of public services. In this discussion will be observed strategi and innovation of pasuruan city government that has a policy to continue to provide public services to the community even though the Covid-19 pandemic is still in Pasuruan City, on the other hand human resources are also limited given the increased vigilance so that existing resources are avoided from exposure to the Covid-19 virus. This is intended so that all stakeholders understand that the Pasuruan City Government has a high commitment to provide public services in accordance with the demands of the organization and the willingness to always innovate in providing the best service to the community in accordance with the current situation and conditions faced and its advantages and disadvantages.

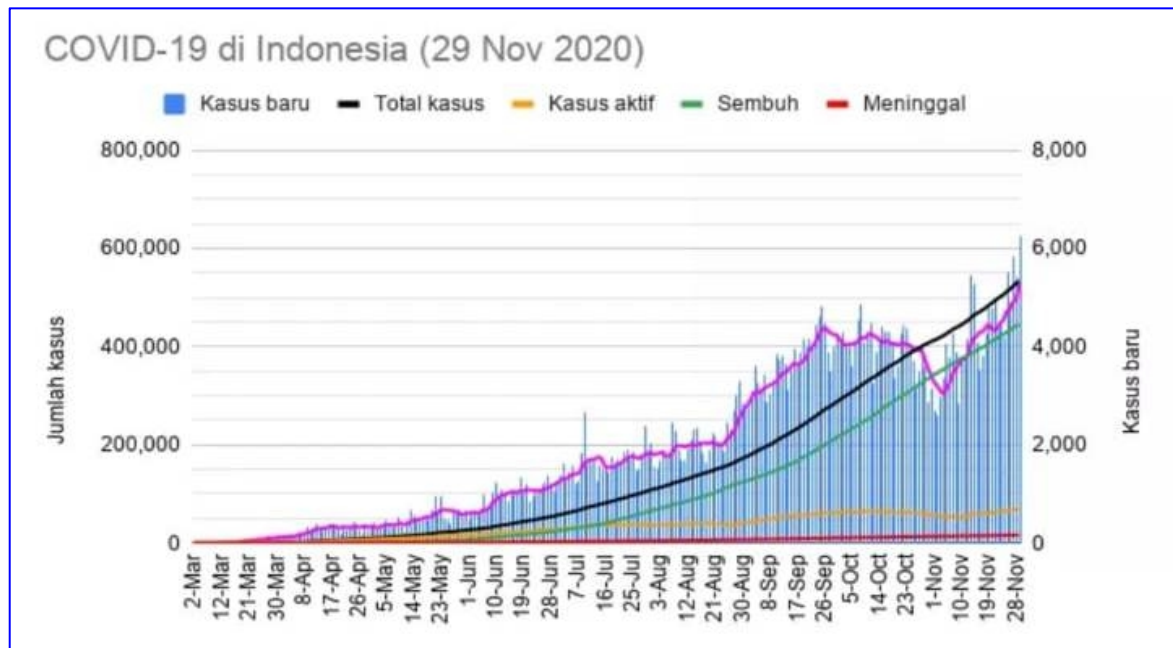
**Keywords:** Keywords : *Public Services, Covid-19, Customer Service Innovation*

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## 1. INTRODUCTION

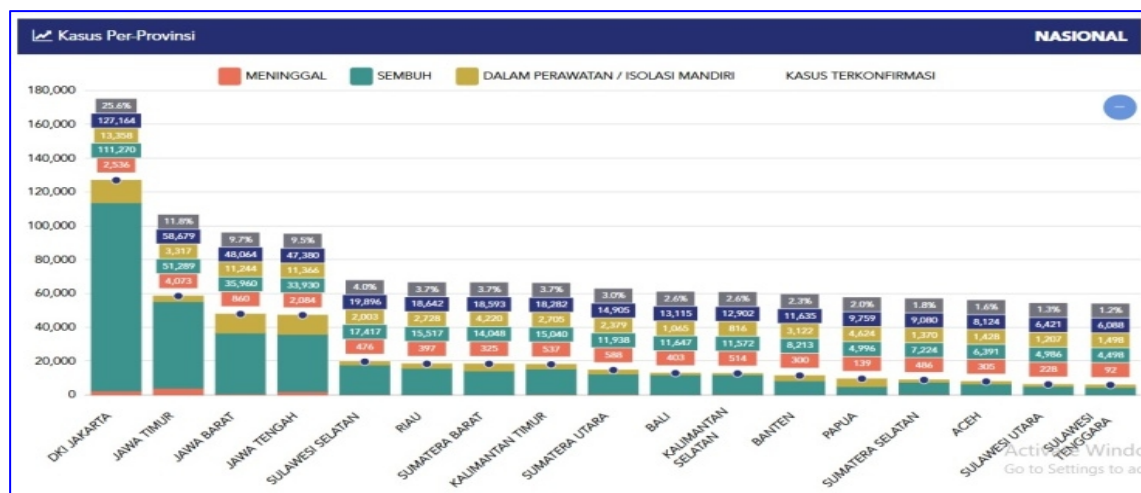
Again discussing the Covid-19 pandemic seems endless, many countries have been affected and have an impact on their social and economic lives. The current situation in Indonesia according to data from KawalCOVID19 as of November 29, 2020 can be described in the following graphic: Again discussing the Covid-19 pandemic seems endless, many countries have been affected and have an impact on their social and economic lives. The current situation in Indonesia according to data from KawalCOVID19 as of November 29, 2020 can be described in the following graphic:

Data Covid-19 per 29 November 2020<sup>1</sup>



unknown, although the central government is actively campaigning for the 3M movement (diligently washing hands, keeping distance and wearing masks) until now there is no sign of the spread of the covid-19 virus will be controlled. East Java becomes the province with the number 2 spread nationally, which can be seen in the following table:

Data Covid-19 per 29 November 2020<sup>2</sup>

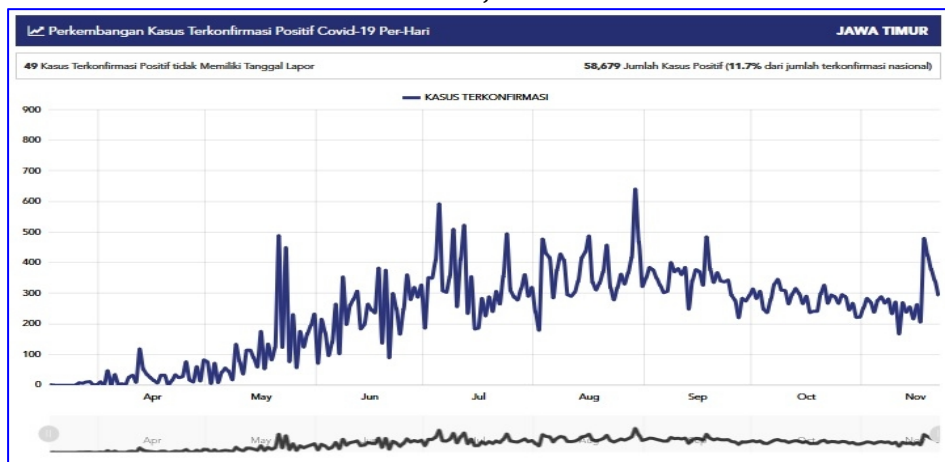


East Java province based on data as of November 28, 2020 the number of confirmed positive Covid-19 is 61,071 people. However, east Java province has a level of healing nationally at 53,884 (88.23%), treated at 2841 (4.65%) and died a total of 4346 (7.12%). The Provincial Government of East Java strives for all medical facilities intended to handle patients confirmed positive and empower every health facility to provide curative and preventive measures in the face of the covid-19 pandemic.

<sup>1</sup> Tweet twitter @KawalCovid19 pada tanggal 29 November 2020

<sup>2</sup> Data sourced from covid19.go.id channel, national distribution data per province

The current situation of covid-19 in East Java Province can be seen in the following graphic<sup>3</sup>:



In the graphic, there is a tendency to decrease the number of daily positives, but in mid-November there is an increase in the number of positive daily confirmed positive covid-19. This is believed to be due to the movement of people and the number of tourism locations due to the long holiday at the end of October 2020. Based on information from pasuruan City Health Office on @dinaskesehatankotapas Instagram page, Covid-19 distribution data as of November 29, 2020 the number of people confirmed (positive) Covid 19 is 845 people, with 1 suspect spread evenly in 4 subdistricts. With this data, the Pasuruan City Health Office determines pasuruan city is at moderate risk. Nevertheless, public services in 41 Regional Device Organizations continue to take place under the Covid protocol.

The complex challenge accepted by the government today is to change the old work culture that is no longer in accordance with the values of the new work culture in all employees or employees voluntarily and the participation of employees voluntarily to adjust to apply the New Habit Adaptation (AKB). People will not change by themselves just by being commanded, and will only change if he realizes it and wants it voluntarily, people who are willing to leave the old way are very few in number, even precise, humane, cheap, non-discriminatory, and transparent. In addition, the government has drafted a Draft Law on public services containing minimum service standards. However, the efforts made by the government do not seem optimal. One of the indicators that can be seen from this phenomenon is in the function of public services that are widely known for their bureaucratic nature and get a lot of complaints from the public because they still do not pay attention to the interests of the community users. Public assumptions about bureaucratic services are convoluted and long, which is often an obstacle in bridging the needs of the ministry of many personnel who lack sympathy, many disappointing materials that should provide satisfaction to the community by prioritizing the interests and services of the community. This will certainly be an impediment to the government's development program. It will even be difficult to create good governance that is transparent, accountable, democratic, and participatory and results in ineffective and inefficient service to society. From year to year, the Pasuruan city government is highly committed to improving services to the community, as evidenced by research there is a fairly good value of public satisfaction in some public service sectors in the Pasuruan city government. However, the emergence of the Covid-19 pandemic hampered the public service sector in the Pasuruan city government, physical distancing recommendations, avoiding crowds and wearing masks limited service points so that public services could not function optimally.

Based on news posted by the Population and Civil Registry Office (Dispendukcapil) of Pasuruan City on the official website, on August 7, 2020, Dispendukcapil continues to serve residents online, with restrictions on direct services within 14 days to track and handle employees from exposure to Covid 19. Similarly, services in the Office of Investment and Licensing Integrated One Door (DPMPTSP) Pasuruan City, licensing services are still carried out with health protocols, DPMPTSP change service hours and apply physical distancing in the service area, reducing file submissions with online submissions

<sup>3</sup> Data sourced from the covid19.go.id channel, covid 19 data for East Java Province

Based on the description on the research background, the problems in this research can be formulated as follows: Public Service Innovation Facing the COVID-19 Pandemic in 3 Public Service Sectors of Pasuruan City.

## **2. LITERATURE REVIEW**

Government is essentially a service to society. The main product of government administration is public service. Government is held not to serve one's own but to serve the community and create the condition of each community to develop its ability and creativeness in order to achieve a common goal. There are several considerations why public services become a starting point for the development of good governance, among others (Kridawati, 2015:172):

1. Public services have been the domain where the State represented by the government interacts with non-governmental institutions. The fact of poor governance practice in the implementation of public services is very felt by the citizens and the public at large. If there is a significant change in public services it will directly imply its benefits to the community.
2. Various aspects of good governance can be articulated relatively more easily in the realm of public services. Elements that need to be considered in public services are the government, society and public sector (governance, civil society and private sector), by repositioning the 3 sectors and redistribution of roles that are proportional and complementary between them and create positive synergy. Thus, the values of efficiency, non-discriminatory and fair, high responsiveness and high accountability can be developed in the realm of public services and can be valued and measured because it has clear indicators.
3. Public service involves the interests of all elements of governance. Public services become an important gamble for the three elements of governance because the fate of a government, both central and local will be greatly influenced by the success of these three pillars in realizing public services that satisfy the community.

This is because the reality of the role of the government in public services so far tends to show attitudes and behaviors that have not been able to satisfy the public. Factors that cause low quality of public services in Indonesia<sup>4</sup>, among others:

1. monopolistic context, in this case due to the absence of competition from non-government public service providers, there is no strong push to increase the number, quality or equality of such services by the government.
2. Environmental pressures, where environmental factors greatly affect the performance of service organizations in transactions and their interaction between the environment and public organizations.
3. Patrimonial culture, where the organization's culture of organizing public services in Indonesia is still largely bound by local political and cultural traditions that are often not conducive and violate predetermined regulations.

## **4. RESULTS AND DISCUSSION**

### **Implementation of Covid 19 protocol in DPMPTSP Pasuruan City**

As the spearhead in licensing services, the Office of Investment and Licensing Integrated One Door has a real function in licensing services in pasuruan city. The public and private sector need these services to facilitate the legality of business and other needs related to regulations that must be carried out by each party. With the Covid-19 pandemic, there are concerns about exposure to the virus because in the process of administrative management requires a physical presence on site. Therefore, DPMPTSP uses health protocols, by providing hand washing facilities and providing plastic barriers to inhibit the transmission of viruses. Health protocol confectionery can be described as follows:

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<sup>4</sup> Sofian Effenfi, 1995. *Pelayanan Publik, Pemerataan dan Administrasi Negara Baru*, dalam Prisma Nomor 12, Desember Jakarta LP3ES.



#### Health Protocol in DPMPTSP Pasuruan City

Based on questions to respondents related to satisfaction with services in DPMPTSP, 80% expressed satisfaction. From the assessment of Community Satisfaction Survey independently, got a satisfaction score of 82.86 with the quality of service B or good category.

#### Implementation of Covid 19 protocol in Dispendukcapil of Pasuruan City

In providing services in the field of population, Dispendukcapil Pasuruan city must also be able to innovate in providing services in the midst of the Covid-19 pandemic. With the number of people who need services need to be sought breakthroughs so that human resources in Dspendukcapil are not exposed to Covid-19, but nevertheless there is still contact through physical documents, has resulted in an employee of the Pasuruan City Dispendukcapil died due to exposure to the Covid-19 virus, In providing services in the field of population, Dispendukcapil Pasuruan city must also be able to innovate in providing services in the midst of the Covid-19 pandemic. With the number of people who need services need to be sought breakthroughs so that human resources in Dspendukcapil are not exposed to Covid-19, but nevertheless there is still contact through physical documents, has resulted in an employee of the Pasuruan City Dispendukcapil died due to exposure to the Covid-19 virus, a male contract worker who worked in customer service of Dispendukcapil was sentenced to death for exposure to Covid-19. With the Covid-19 pandemic, there are concerns about exposure to the virus because in the process of administrative management requires a physical presence on site. Therefore, Dispedukcapil innovates using online services instead of using face-to-face using medio whatsapp and using health protocols, for citizens who are forced to attend by providing hand washing facilities and providing plastic barriers to inhibit the transmission of the virus. Health protocol confectionery can be described as follows:



## Proceedings

The 1<sup>st</sup> International Conference in Social Science | Malang, November 5-6, 2020  
<https://seminar.unmer.ac.id/index.php/ICONISS/1ICONISS>

### Health Protocols in Pasuruan City Dispendukcapil

Based on questions to respondents regarding satisfaction with services in Dispendukcapil, 86% expressed satisfaction. From the results of the Independent Public Satisfaction Survey assessment conducted by third parties in this case House of Quality Indonesia, got a satisfaction score of 89.21 with customer quality A.

### Implementation of Covid 19 protocol at the Regional Revenue Agency(Bapenda) of Pasuruan City

As the spearhead in regional revenues, Bapenda Pasuruan city has a function to absorb taxes and levies from the community as income for the Pasuruan City Government. The public and private sector need these services to facilitate the payment of taxes and business levies as well as other needs related to payments to local coffers. to the fear of exposure to the virus because in the process of payment sometimes requires a physical presence at the location / payment counter. Therefore, Bapenda Pasuruan city uses health protocols, by providing hand washing facilities and providing plastic barriers to inhibit the transmission of the virus. Health protocol confectionery can be described as follows:



### Health Protocol in Bapenda Pasuruan City

Based on questions to respondents regarding satisfaction with services in Bapenda, 82% expressed satisfaction. However, there is no public satisfaction survey information that is widely conveyed either independently or carried out by third parties, in online and offline media.

## 4. CONCLUSION

Although the Covid-19 pandemic still exists, this does not discourage the 3 service sectors in the Pasuruan City Government to continue to provide services in their fields by implementing health protocol policies and innovating using information technology both whatsapp, SMS and telephone social networks in increasing people's access to public services. In the licensing process, in addition to using the OSS (Online Single Submission) application that has been provided by the Government, online licensing form filling is also put forward to reduce the potential of face-to-face between service providers and the public. Promoting online payments for tax payments with active promotion through various platforms is the government's efforts to expand the reach of information to the public to keep getting public services. For face-to-face service process is still provided by using strict health protocols to reduce the potential transmission of the Covid-19 virus at service points with assistance by competent staff.

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