JPAS Vol. 7, No. 1, pp 21-25, 2022
© 2022 FIA UB. All right reserved
ISSN 2541-6979
e-ISSN 2548-902X

Journal of Public Administration Studies
URL: http://www.jpas.ub.ac.id/index.php/jpas

Village Governance in Realizing Excellent Service in Jumantuang Village, Siempat Nempu District, Dairi Regency

Julia Ivanna [a]*

[a] *Department of Public Administration, Universitas Brawijaya, Malang, Indonesia*

ARTICLE INFORMATION

Article history:
Data submission : 16 December 2020
1st revision: 18 February 2021
Accepted: 16 April 2021
Available online: 17 June 2021

Keywords: Excellent Service; Governance; Jumantung Village

ABSTRACT

This study aims to determine Village Governance in Realizing Excellent Service in Jumantuang Village, Siempat Nempu District, Dairi Regency. Its governance is one part of realizing excellent service provided by village government officials. The research method used by researchers is descriptive qualitative research methods. Data collection tools used were observation and interviews and documentation. The data analysis technique used was qualitative data analysis techniques. This technique functions to process qualitative data and analyze data that has been obtained from the results of observations and interviews related to village governance in realizing excellent service. Narrative data obtained from interviews and observations are interpreted for further analysis. So in qualitative research, data analysis must start from the beginning. The results showed that its governance in realizing excellent service in Jumantuang Village has gone well. Jumantuang Village, as a public servant has served the community well and refers to the four characteristics of excellent service, namely by providing easy and fast, open services, in accordance with what the community needs, and implementing a familiarity with the community in Jumantuang Village. So that, the service in the community can be said to be better than before. The hope is that the government and the community can establish good cooperation in the success of service activities within Jumantuang Village.

2022 FIA UB. All rights reserved.

1. Introduction

The village is the lowest government unit under the regency/ city government. The position of the village is very important. Both as a tool to achieve national development goals and as a government institution that strengthens the government structure of the Indonesian state.

Village governance is carried out by the Village Government. The Village Government plays a very important role for the creation of good governance in the village. The Village Government is part of the state bureaucracy as well as a local leader who has a significant position and role in building and managing the Village Government.

The implementation of village government is a subsystem of the government administration system, so that the village has the authority to regulate and manage the interests of the village community. So that in the implementation of village government, good and organized governance is needed.

In the implementation of village governance, in this case, the village head and his staff can implement good and correct village governance. Where in terms of running the wheels of government, excellent and targeted service can be realized. Because if the principle of excellent service has been implemented properly, of course the expected goals will be achieved, both in terms of development and also the welfare of the village community.

Today's prime service is one of the references in finding ways to improve the bureaucracy in accordance with the demands of reform. Excellent service as a manifestation of the implementation of village governance is basically an ideal condition that is expected and can be realized in every aspect of government that interacts with the community. This

* Corresponding author. e-mail: deby.ana7@gmail.com

ideal condition is based on an understanding of the principles that underlie it.

Excellent service to the community has become an obligation for the village head and his staff. This responsibility must be carried out so that residents are satisfied with the performance of the village government. Because in fact, the village government must be able to serve and serve as well as advance the welfare of its citizens.

To realize excellent service, the village government must be able to have certain skills including showing passion, always being ready to serve, calm at work, not being proud of being needed, mastering tasks related to its part, being able to communicate well, looking good and tidy, be friendly, and professional.

2. Theory

2.1. Governance Concept

In Indonesia, the term governance is often associated and equated with the term "governance" which was coined by World Bank in 1992. From a semantic perspective, the language of governance means governance. Another definition put forward by the Indonesia Governance Index (IGI) defines governance as the process of formulating and implementing policies, regulations and development priorities through interactions between the executive, legislative and bureaucracy with participation from civil society and the economic community (business).

According to World Bank, governance is the implementation of solid and responsible development management that is in line with the principles of democracy and efficient markets, avoiding misallocation of investment funds and preventing corruption both politically and administratively, implementing budget discipline and creating legal and political framework for the growth of business activities.

Definition of governance or better known as good governance, in general, the definition is anything that is related to actions or behavior that direct, control or influence public affairs to realize these values in everyday life.

2.2. Strategy Concepts and Types of Strategy

The term strategy according to Salusu (2006: 85) comes from the Greek word strategos or *strategus* with the plural word strategy. *Strategos* means general but in ancient Greece it often means state officer with broad functions. In other words, Salusu (2006: 101) concludes that strategy is the art of using the skills and resources of an organization to achieve its goals through its effective relationship with the environment in the most favorable conditions.

According to Akdon (2011: 12) basically what is meant by a strategy for an organization's management is a large-scale plan that is oriented towards the long term far into the future and sets it in such a way as to allow the organization to interact effectively with its environment in conditions of competition, all of which are directed at optimization. The achievement of the goals and various objectives concerned.

According to Robbins and Coulter (2010: 213) that strategy is a plan on how an organization will do something that must be done in business, how the organization will win the competition, and how to attract and satisfy its customers in order to achieve its goals.

Based on the opinions of the experts above regarding the concept of strategy, it can be concluded that a strategy is a plan made by an organization or agencies to achieve the goals expected by the organization and these agencies. Usually in realizing this strategy, constructive ideas or ideas are needed in order to achieve satisfactory results. Therefore, in making this strategy it must be planned in advance by the organization or related agencies.

2.3. Excellent Service Concept

According to Cotler in Sinambela (2006: 4) Service is any activity that uses a collection or unity, and offers satisfaction even though the results are not tied to a physical product. Furthermore, Sampara in Sinambela (2006: 5) argues that service is an activity or business activity that occurs in direct interaction between a person and another person or a physical machine, and provides customer satisfaction.

Service is a form of service activity carried out by prime service providers, as an effort to fulfill the needs of service recipients as well as the implementation of the provisions of the Laws and Regulations (KEPMENPAN 63/2003): that the essence of service is the provision of excellent service to the community which is a manifestation of the obligations of government officials as public servants.

Excellent service consists of two words, namely Service and Excellence, where service is an effort to meet the needs of others or help prepare what is needed by a person or group of people, while prime, can be said to be the best or what satisfies what is needed. It will be served, so that the Excellent Service is the service provided by a person/ group of people to other people, so that the person being served feels satisfied or feels fulfilled all his wishes without any complaints

2.4. Principles of Excellent Service

According to Cotler in Sinambela (2006: 4) Service is any activity that uses a collection or unity, and offers satisfaction even though the results are not tied to a physical product. Furthermore, Sampara in Sinambela (2006: 5) argues that service is an activity or business activity that occurs in direct interaction between a person and another person or a physical machine, and provides customer satisfaction.

Principles of excellent service In excellent service, there are several indicators in the definition, which in

essence is how to "put customer interests first", which has several references, including:

1. Satisfying Customers.
2. No customer complaints.
3. Service people are obliged to respond to customer problems / complaints.
4. Knowing the sources of customer complaints and knowing how to resolve these complaints.

(M Noor Rochman Hadjam vol 2 .No.2)

3. Research Method

The research method used in this research is descriptive qualitative research method. Where in analyzing the problems studied, the researcher uses qualitative analysis, which is analyzing the data that has been obtained through observation, interviews, documentation and other sources of information such as books, journals and others.

4. Results

4.1 Village Goverance in Realizing Excellent Service in Jumantuang Village, Siempat Nempu District, Dairi Regency

Based on the results of interviews with the interviewees at the time of research in Jumantuang Village, that the implementation of good governance has been carried out as much as possible in Jumantuang Village. And also the results of observations made by researchers in Jumantuang Village, they have implemented good governance. One of the good governance in Jumantuang Village is implementing a good service system to every community in Jumantuang Village. The main priority of Jumantuang Village government is to improve the performance of the government in providing services to Jumantuang Village community.

In accordance with the results of interviews with the community, it has also proven that the services provided by the government have been going well. The performance of Jumantuang Village government, especially in providing services to the community can be said to have increased from before. With this, the community hopes that Jumantuang Village government does not immediately feel satisfied with the achievements or performance that has been done. However, the community also hopes that Jumantuang Village government will continue to improve its performance, especially in providing services to the community. Based on observations made by researchers when Village government, in this case Village apparatus, was serving the community at Jumantuang Village office, had also implemented good services to the community.

Previous problems in Jumantuang Village that were often constrained were the problem of service procedures provided by the village government to the community. This happened during the previous government period. In accordance with the statement, the public often complained about the performance of the previous government, especially in dealing with administrative matters such as making letters, managing ID cards, Family Card, and so on. This is an evaluation for the current Jumantuang Village government to further improve service procedures for the community.

In accordance with the results of interviews with the government and the community. Jumantuang Village government has implemented or implemented an easy and fast service procedure. Where every service provided by Jumantuang Village government always makes it easy for the community which means in any arrangement when it comes to village affairs, Jumantuang Village government does not make it difficult for the community. So that all public affairs can be resolved quickly. For example, when the village community is arranging letters from the village office, the village apparatus will easily accept them and resolve them quickly.

Besides that, it has also been assisted by the current sophistication of technology, which in Jumantuang Village office already has one computer unit and one printer machine unit to assist Jumantuang Village government in providing services to the community. So that all matters relating to service to the community will be easily carried out and completed quickly. At the time of interviewing the village community, they admitted that the services they received now were easy and quickly resolved and that service procedures like this could hopefully be improved in the future.

In terms of open service procedures, according to the results of interviews conducted by researchers, this service procedure has been implemented in Jumantuang Village. Where the Jumantuang Village government has shown their openness in serving the community. That way services to the community will be channeled properly. This is also evidenced by the community's statement stating that Jumantuang Village government has served them as a community openly. There is nothing to hide while it concerns the public interest. The openness of Jumantuang Village government to the community will greatly determine the progress of the village. However, what is an obstacle for the government is the people themselves. Where many people still do not care about information about the exclusion of villages. Even though Jumantuang Village government has announced it to the community directly by posting a notice paper in each hamlet. However, the government always tries to provide as much detail as possible to the public regarding the latest information regarding services to the public. That way the government has demonstrated good service procedures for the community.

From the results of observations and interviews conducted by researchers in Jumantuang Village, it can be said that in terms of service procedures according to needs have been implemented well in Jumantuang Village. Where the Jumantuang Village government

always accommodates the aspirations of the community to be used as an evaluation in providing services. This is because the people of Jumantuang Village get services that are in accordance with what is needed. This is very important to be implemented in this community service because the community is part of the village who must also be given comfort and justice. By providing services according to the wishes of the people of Jumantuang Village, of course the people will be satisfied with the performance of the government. During an interview with the community, they stated that we had received our wants and needs well from the government. It's just that it refers to the explanation which states that many people do not care about information related to the community, both processing letters, processing ID cards, family cards, and other letters. That way it will be an obstacle for the government in serving the community in Jumantuang Village. For example, a community member wants to take care of a moving letter, often the community is constrained in processing it. This is because the community has never read the announcements posted by the Jumantuang Village government at Jumantuang Village office, even posted in every hamlet. However, it is only a small part of the people who live in Jumantuang Village. So far the community has received services from the village government in accordance with what is needed by them.

From the research results obtained through interviews and observations, Jumantuang Village government has also shown familiar services. The meaning of familiarity here is where the village government and the people of Jumantuang Village always maintain good relations. This shows that the attitude and behavior of Jumantuang Village government greatly determines the course of community services in Jumantuang Village. From the results of the interviews obtained, that the procedure has been carried out well. As a village community who has good customs, of course this will encourage the village government to always maintain intimacy with the community. The manifestation of this service procedure is that when serving the public, the government always uses polite speech. Does not show arrogance and arrogance to society. If there is a good relationship between the government and the community, of course good cooperation will also be created. That way the goals and hopes of the government and society are achieved. In accordance with the observations of researchers, when the government serves the community in the village office, for example, they always welcome the community well without showing the slightest arrogance. This means that the community is always warmly welcomed by the government. Besides that, the village government always considers that the village community is still considered family. This has become a reference for Jumantuang Village government to always have a close relationship with the community, and when the government serves the community it is like serving the family. Service procedures that emphasize a familiar attitude in Jumantuang Village will make people feel comfortable when being served. This is what needs to be maintained and preserved by the government and the people of Jumantuang Village, in order to create the best service in the future. With that, the realization of excellent service in Jumantuang Village will be achieved properly.

4.2 Village Government Strategy in Realizing Excellent Service in Jumantuang Village, Siempat Nempu District, Dairi Regency

To improve the quality of services in Jumantuang Village, Jumantuang Village government must have new strategies or new breakthroughs as a tool in realizing excellent service in Jumantuang Village. In this case the researcher during the study made observations in Jumantuang Village by referring to one of the strategies in Salusu's (2006: 104) opinion regarding the types of strategies, namely the Resource Support Strategy. In government administration, of course, there are targets that must be achieved. Likewise in the implementation of village government. Between the village government and the community has an important element in supporting the success of village governance.

Jumantuang Village Government always tries to improve the quality of its performance. With the current use of technology, of course, the performance of Jumantuang Village government services is increasingly being realized. The results of interviews with village officials and also the people of Jumantuang Village stated that Jumantuang Village office had computer technology to assist Jumantuang Village Government in serving the community. Therefore, all Jumantuang Village officials are expected to be able to operate computers properly in order to provide quality services to the community. All matters relating to village administration, for example in terms of writing letters, will be well realized.

This already refers to improving the quality of work through technology in Jumantuang Village. On the other hand, the village government has made a work schedule for each village apparatus every day in turn. This has never been done during the previous administration period, and as a result, services to the community are hampered. Therefore, in accordance with the results of interviews with the government as well as direct observations that the researchers have conducted, the distribution of office work schedules has been carried out in Jumantuang Village. This distribution of schedules is a strategy that is very well suited to be implemented in village government circles. This has been carried out by Jumantuang Village Government every day in turn. This is a good strategy to improve the performance of Jumantuang Village government services in the future.

The application of a system like this is in accordance with observations and interview results showing that the Jumantuang Village government has implemented one of the strategies according to Salusu's opinion (2006: 104), namely the Resource Support Strategy which prioritizes improving the quality of performance through essential resources, both technology. , power, and so on. Because every program will not be achieved properly

without new strategies that are made to realize the program. The existence of a strategy like this is expected to be able to realize every program that has been previously agreed upon by Jumantuang Village Government.

5. Discussion and conclusion

In general, governance in Jumantuang Village in realizing excellent service has been carried out well. This can be proven from the four research indicators used in this study, namely, easy and fast services, open services, services according to needs, friendly services. Easy and fast services have been implemented well in Jumantuang village. For example, when the community is managing letters at the Jumantuang Village office such as KK and KTP management letters, moving letters, certificates of poverty, Jumantuang village government immediately serves the community quickly and does not make it difficult. Then from the open service indicator. Jumantuang Village Government has also shown their openness in serving the community. Openness can be seen in terms of procedural openness. For example, when there is the latest information regarding the processing of letters at Jumantuang Village office such as KK and KTP management letters, moving letters, poor certificates, it is always distributed properly to the village community. Jumantuang Village Government immediately posted it on the notice board at the Jumantuang village office.

From the indicators of services according to needs, Jumantuang Village Government has implemented it well. Where every community needs regarding village administration management such as managing ID card and Family Card, moving letters, poor letters are directly served by Jumantuang Village government. Furthermore, from the familiar service indicators, Jumantuang Village government has also implemented it well. Where Jumantuang Village government always maintains a close relationship with the community and when the government serves the community it is likened to serving its own family in the sense that the kinship law is still in effect.

In realizing excellent service in Jumantuang Village, the government has definite and well-implemented strategies in Jumantuang Village. It's just that in order to make it happen, it needs good cooperation to be implemented between Jumantuang village government and the community. The strategy used by Jumantuang Village government places more emphasis on improving the quality of Jumantuang Village government performance through the use of current technology. Where every Jumantuang Village official is expected to be able to operate a computer to help service performance in Jumantuang Village and also schedule office tasks every day in turn.

References

Arikunto, S. (2010). Prosedur Penelitian [Research Procedure]. *Rineka Cipta*

Abdullah, R. (2010). Pelaksanaan Otonomi Luas Dengan pemilihan kepala Daerah Secara Langsung [Execution of Broad Autonomy With Direct Regional Head Elections]. *PT.Raja Grafindo Persada*.

Bungin, B. (2007). Penelitian Kualitatif : Komunikasi, Ekonomi, Kebijakan Publik, dan Ilmu Sosial Lainnya [Qualitative Research: Communication, Economics, Public Policy, and Other Social Sciences]. *Kencana.*

Fatahullah, J. (2014). Studi Ilmu Politik. *Graha Ilmu.*

Halim, H., & Putera, K.R.S. (2010). Cara Praktis Menyusun dan Merancang Peraturan Daerah Practical Ways to Prepare and Design Regional Regulations]. *Kencana*.

Hendayadi, A. (2011). Pemberdayaan Aparatur Daerah (Telaah teoritis Terhadap Kinerja Aparatur Daerah) [Empowerment of Regional Apparatuses (Theoretical Study of Regional Apparatus Performance)]. *Jurnal Ilmu Politik dan Pemerintahan, 1*(1).

Hikmayadi. (2013). Partisipasi Masyarakat Dalam perumusan Kebijakan Publik [Community Participation in Public Policy Formulation]. *Jurnal Ilmu Politik.1*(1).

Indriati, M. F. (2007). Ilmu Perundang-Undangan [Law Science] (1st ed.). *Kanisius.*

Karuniastuti, N. (2013). Membangun Budaya Pelayanan Prima [Building a Culture of Excellent Service]. *Jurnal Forum Manajemen, 6(2).*

Labolo, M. (2007). Memahami Ilmu Pemerintahan [Understanding Government Science]. *PT.Raja Grafindo Persada.*

Natabaya, H.A.S. (2008). Sistem Peraturan Perundang-Undangan Indonesia [Indonesian Legislation System]. *Konstitusi Press dan Tatanusa.*

Nurcholis, H. (2007). Pemerintahan Dan Otonomi Daerah [Regional Government and Autonomy]. *PT. Grasindo*

Pasolong, H. (2015). Kepemimpinan Birokrasi [Bureaucracy Leadership]. *Alfabet*

Rahman, A. (1998). Sistem Politik Indonesia [Indonesian Political System]. *SIC*

Salusu, J. (2006). Pengambilan Keputusan Strategi Untuk Organisasi Publik Dan Organisasi Non-provit [Strategic Decision Making For Public Organizations And Non-Profit Organizations]. *PT Gramedia.*

Soemantri, B. T. (2011). Pedoman dan Penyelenggaraan Pemerintahan Desa [Guidelines and Implementation of Village Governance]. *Fokus Media.*

Sudaryono, et al. (2013). Pengembangan Instrumen Penelitian Pendidikan [Development of educational research instruments]. *Graha Ilmu.*

Undang-undang Republik Indonesia Nomor 32 Tahun 2004 Tentang Pemerintah Daerah [Law of the Republic of Indonesia Number 32 of 2004 concerning Regional Government]. (2004).

Widjaja, H. (2003). Otonomi Desa Merupakan Otonomi Yang Asli, Bulat Dan Utuh [Village Autonomy Is Genuine Autonomy, Round and Whole]. *PT Raja Grafindo Persada.*

Widjaja, HAW. 2002 . Pemerintahan Desa dan Administrasi Desa [Village Administration and Village Administration]. *Raja Grafindo Persada*

Wigati A. M. (2012). Pelayanan Prima Dalam Kinerja Aparatur Pemerintahan Daerah Di Kecamatan Jonggol, Kabupaten Bogor, Jawa Barat [Excellent Service in the Performance of Regional Government Apparatuses in Jonggol District, Bogor Regency, West Java]. *Jurnal INSANI, ISSN : 0216-0552.*