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VILLAGE GOVERNMENT STRATEGY IN MODERNIZING PUBLIC SERVICES IN KAMIRI VILLAGE, BALUSU DISTRICT, BARRU REGENCY

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ABSTRACT

This study aims to determine the strategy of the village government and the factors that support and hinder the village government in modernizing public services in Kamiri Village, Balusu District, Barru Regency. The type of research is descriptive qualitative research, the type of data used consists of primary and secondary data accompanied by data collection techniques applied, namely observation, interviews and documentation, while data analysis techniques are through the stages of data collection, data education, data presentation and drawing conclusions or verification. The results of this study indicate that the strategy of the village government in modernizing public services in Kamiri village has been running well because the research indicators used have been fulfilled, namely: a. Reliability, b. Tangibles, c. Responsiveness, d. Assurance, e. Empati. This is supported by: a. Education level, and b. Provision of training, which cannot be separated from the inhibiting factors, including: a. Provision of infrastructure, and b. Lack of community participation.

Keywords: *Strategy, Modernization, Village Government, Public.*



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A.INTRODUCTION

Indonesia, as a developing country, must continuously strive for advancements and improvements, particularly in the era of Industry 4.0, which has driven rapid progress across multiple sectors, including public service delivery. Public service reform in Indonesia is guided by Law No. 25 of 2009 on Public Services, which highlights the need for high-quality public service delivery to meet the increasing demands of society. However, public services still face

challenges in keeping up with the evolving needs and complexities of the Indonesian population. Poor public service delivery is often attributed to the government's lack of readiness to respond to broad transformational needs, impacting complex areas of development. Meanwhile, Indonesian society faces new challenges and expectations, driven by advancements in knowledge, technology, communication, transportation, investment, and trade.

According to A. Panarangi (2018:120), public service is a primary duty for government bureaucracy that cannot be avoided, as it is a critical component in meeting societal needs. However, public dissatisfaction with service quality persists, underlining the need for local innovation and comprehensive solutions from the government. Therefore, the strategies and efforts of village governments are essential, particularly as the demand for efficient, modernized services grows. To drive innovation in public organizations, a collaborative and supportive approach is needed, with government policies actively encouraging such innovation. Public organizations are expected to enhance their capability to innovate, especially in ways that improve service quality, an outcome directly tied to the ability of government staff to leverage all available resources to support innovative and creative solutions (Panarangi, 2018:121).

The government's primary function as a public service provider increasingly requires improvement, particularly as social, political, and economic demands continue to rise in the context of national reforms and globalization. Research by Kamaruddin Sellang (2016) suggests that effective public service is influenced by factors such as infrastructure, regulatory support, personnel quality, and citizen participation, all of which are critical in shaping public satisfaction and trust in government institutions.

Further analysis by Muhammad Alfisyahrin (2018:16) acknowledges that public service management extends beyond government control, with the private sector and labor unions playing an increasing role in reshaping service delivery models. This shift demonstrates that traditional, bureaucratic methods are no longer sufficient, and that technology is now a critical factor in modernizing public services.

In the case of Kamiri Village, public service delivery is considerably less advanced compared to urban villages. The remote location of Kamiri Village contributes to various service-related challenges, including insufficient infrastructure and limited human resource capacity. These challenges are exacerbated by geographic barriers, as the Kamiri Village office is difficult to access and lacks the technological support needed to deliver digital-based services. Additionally, the limited technological knowledge among local personnel further impedes modernization efforts, underscoring the need for targeted improvements in infrastructure and workforce development.

Given these conditions, the Kamiri Village government must establish a strategy for digitalizing public services and adopting modern practices in alignment with current trends. Despite these efforts, however, the reality shows that the implementation of modernization

strategies has yet to reach optimal levels. Kamiri Village faces persistent challenges in providing modernized services, which further emphasizes the need for a structured approach to strengthen the quality and efficiency of local service delivery.

This research aims to explore the strategies employed by the Kamiri Village government to modernize public services, providing insights into the specific approaches taken to improve service quality and process efficiency. The study also aims to identify the factors that either support or hinder these modernization efforts, providing a deeper understanding of the village's current challenges and potential solutions. Given the pressing need for improvement in service delivery, this research will focus on the Kamiri Village Government's Strategy to Modernize Public Services in Kamiri Village, Balusu District, Barru Regency.

B. RESEARCH METHOD

This study uses a qualitative research type. According to Sugyono (2017: 15) qualitative methods are data expressed in the form of words, sentences and images. In this study, the author uses a qualitative method, meaning that the data collected by the researcher as an instrument is not in the form of numbers but data from observation scripts, interviews, and documentation, therefore researchers must have broad insight, be able to ask, analyze and photograph to produce data that is relevant to the research. Location and Time of Research
 Research Location This research was conducted at the Kamiri Village Office, Balusu District, Barru Regency. Research Time This research was conducted for three (3) months starting from September 2024 to December 2024.

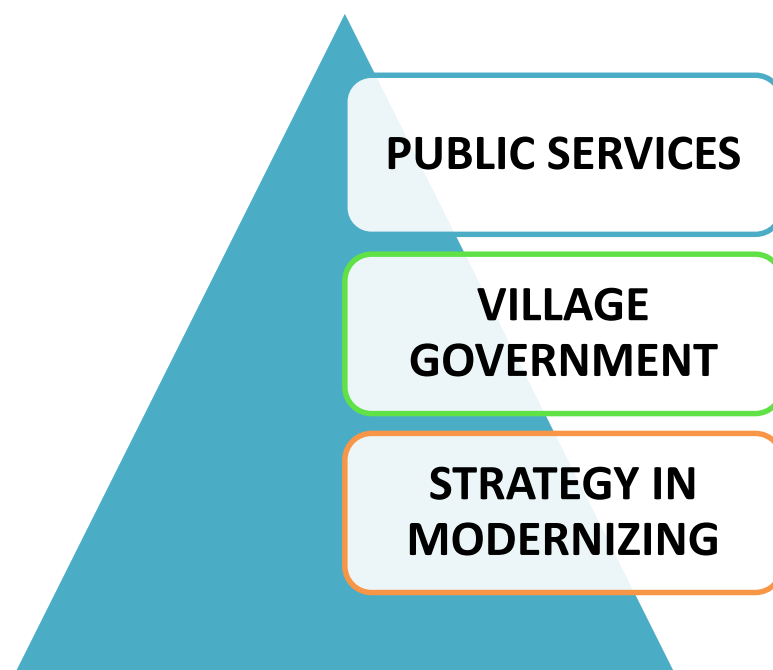


Figure 1 Thought Flow Diagram

C. RESEARCH RESULTS AND DISCUSSION

➤ Research Results

The research findings section presents an analysis of the research results obtained from fieldwork, including observations, interviews, and documentation. The data is analyzed qualitatively, categorized according to the operational variables under discussion, specifically regarding the village government's strategy for modernizing public services in Kamiri Village, Balusu District, Barru Regency.

1. Public Service Modernization Strategy Indicators

a. Accurate and Reliable Service Provision (Reliability)

Based on observations and interviews, it was identified that the village government has implemented strategies to ensure accurate and reliable service provision. The village staff emphasized that public services aim to meet community needs, focusing on delivering timely and precise services to optimize public satisfaction. The staff also highlighted efforts to gauge community satisfaction through direct or indirect feedback, demonstrating that efforts to provide accurate and reliable services have been successfully implemented.

b. Resource Provision (Tangibles)

In terms of tangible resources, the village government has invested in human resources and infrastructure. The village office provides facilities like computers to support staff in delivering services, while recruitment focuses on individuals with relevant expertise to improve service efficiency. However, some infrastructure challenges remain, such as network access issues due to the remote location of the village office. Despite these challenges, the government has made significant strides in digital literacy, introducing online access to services and working to educate the community on the benefits of digital services.

c. Willingness to Serve Promptly (Responsiveness)

Village staff expressed a commitment to prompt service delivery, emphasizing the importance of efficiency and effectiveness in reducing waiting times and simplifying service procedures. This dedication to prompt service aims to ensure that tasks are completed to meet community expectations. The staff strives to balance efficiency with effectiveness, continually enhancing public service delivery, which has improved compared to previous standards.

d. Attention to Ethics and Morality (Assurance)

The staff highlighted that a respectful and caring attitude is essential in delivering public services. Acknowledging the diverse characteristics of the community, the staff emphasized the importance of adaptability and empathy to meet varied needs. Efforts are made to provide service with a respectful attitude, fostering a positive environment for interaction between staff and the public, which enhances the overall public service experience.

e. **Willingness to Understand Customer Needs (Empathy)**

The village government has prioritized strategies that focus on understanding the diverse needs of the community. By considering community characteristics and needs, the staff aims to provide tailored services that align with the public's expectations. Feedback from the community indicates positive responses to this approach, suggesting that the efforts to address public needs effectively are well-received and contribute to the satisfaction and willingness of the community to engage with the village government's services.

2. **Factors Supporting and Inhibiting Public Service Modernization**

a. **Supporting Factors**

- **Education Level:** The education level of village staff has proven instrumental in the success of service provision. Staff with higher education levels adapt more readily to new technologies and administrative requirements, while the government conducts training sessions to improve skills across the board.
- **Training Programs:** Regular training and capacity-building activities are implemented to enhance the quality of service delivery. Such initiatives, including webinars and online courses, empower staff by expanding their knowledge base, thus optimizing service quality in line with digital modernization efforts.

b. **Inhibiting Factors**

- **Infrastructure Challenges:** While infrastructure such as computers has been provided, the limited network coverage in the village's mountainous areas restricts access to some services, impacting service efficiency. The government recognizes the importance of infrastructure in achieving service goals and continues to work toward overcoming these limitations.
- **Community Participation:** Limited community participation also hampers the modernization efforts. Community reluctance to engage in technological training reflects a general hesitation to adopt digital tools, despite the availability of online services. This lack of involvement complicates efforts to achieve widespread digital engagement, and the village government is

encouraged to strengthen community outreach and training efforts to enhance acceptance of modernized services.

In conclusion, the village government of Kamiri has made substantial progress in implementing a modernized public service system that incorporates various indicators of effective service provision. Although challenges remain, especially regarding infrastructure and community engagement, the current strategies provide a strong foundation for continued improvement and modernization of public services.

➤ Discussion

This research explores the strategies employed by the village government to modernize public services in Kamiri Village, as well as the supporting and inhibiting factors. Based on interviews with the village head and staff, the government has started adopting technology, such as using QR codes for distributing aid, which allows residents to access services more quickly and efficiently.

Modernization Strategies for Public Services:

1. **Reliability:** Services are provided accurately according to the diverse needs of residents, despite limitations in staff and infrastructure.
2. **Tangibles:** Efforts to improve digital-based service facilities and personnel are underway, although some residents are not yet fully familiar with their use.
3. **Responsiveness:** The village government aims to expedite services by offering supportive facilities, such as a comfortable waiting area.
4. **Assurance:** Ethics-based service is prioritized, with staff maintaining a polite and patient attitude towards all residents.
5. **Empathy:** The village government strives to understand residents' needs and provide solutions to address local challenges.

Supporting and Inhibiting Factors in Service Modernization:

- **Supporting:** Education levels and regular training help staff gain digital skills and enhance service quality.
- **Inhibiting:** Limited infrastructure and low community participation hinder the adaptation to modern technology.

D.CONCLUSION AND RECOMMENDATIONS

- **Conclusion**

The modernization of public services in Kamiri Village demonstrates the village government's commitment to improving efficiency and accessibility through digital means. By adopting technology, such as QR codes for aid distribution, the village has made public service delivery more responsive and aligned with contemporary needs. Key factors like the staff's reliability, responsiveness, and empathy have supported the progress toward a digital-based service model, though limitations in infrastructure and low community participation remain challenges.

- **Recommendations**

To further advance modernization, it is recommended that the village government increase training opportunities for both staff and residents to improve digital literacy. Additionally, enhancing infrastructure, such as internet access and digital tools, will be crucial for sustainable service improvements. Greater efforts to engage the community and foster awareness about the benefits of digital services could also help increase participation and adaptability. Together, these efforts can build a more responsive, inclusive, and effective public service system in Kamiri Village.

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