

ABSTRAK

RESPONSIVITAS KEBIJAKAN PENYELENGGARAAN PELAYANAN PUBLIK (Studi Tentang Pelaksanaan Program Bupati Lampung Tengah Ngantor Di Kampung Periode 2021-2024)

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Pelayanan publik merupakan salah satu fungsi utama pemerintah dalam memenuhi kebutuhan serta menjamin hak-hak masyarakat. Salah satu inovasi pelayanan publik yang dikembangkan oleh Pemerintah Kabupaten Lampung Tengah adalah Program Bunga Kampung (Bupati Ngantor di Kampung) yang bertujuan mendekatkan pelayanan pemerintah kepada masyarakat secara langsung. Penelitian ini bertujuan untuk menganalisis responsivitas kebijakan penyelenggaraan pelayanan publik melalui pelaksanaan Program Bunga Kampung di Kecamatan Gunung Sugih pada periode 2021-2024. Penelitian ini menggunakan pendekatan deskriptif kualitatif dengan teknik pengumpulan data melalui wawancara, observasi tidak langsung, dan dokumentasi. Analisis responsivitas kebijakan didasarkan pada kriteria evaluasi kebijakan menurut William N. Dunn (2018), yang meliputi kesesuaian program dengan aspirasi masyarakat, pemenuhan kebutuhan dan harapan publik, tingkat partisipasi masyarakat, kecepatan dan kemudahan layanan, respons serta kinerja aparatur, serta kepuasan masyarakat terhadap hasil program. Hasil penelitian menunjukkan bahwa secara umum pelaksanaan Program Bunga Kampung di Kecamatan Gunung Sugih telah menunjukkan tingkat responsivitas yang cukup baik. Program ini dinilai mampu mendekatkan pelayanan publik, mempermudah akses masyarakat terhadap berbagai layanan pemerintahan, serta meningkatkan interaksi dan komunikasi antara pemerintah daerah dan masyarakat. Namun demikian, masih ditemukan beberapa kendala dalam pelaksanaannya, antara lain keterbatasan waktu pelaksanaan, belum meratanya partisipasi masyarakat, serta perlunya peningkatan koordinasi antarinstansi. Oleh karena itu, diperlukan upaya perbaikan dan penguatan dalam pelaksanaan Program Bunga Kampung agar responsivitas kebijakan pelayanan publik dapat semakin optimal dan berkelanjutan di masa mendatang.

Kata Kunci: Responsivitas Kebijakan, Pelayanan Publik, Evaluasi Kebijakan, Program Bunga Kampung

ABSTRACT

POLICY RESPONSIVENESS IN THE IMPLEMENTATION OF PUBLIC SERVICE DELIVERY

(A Study on the Implementation of the Central Lampung Regent's "Ngantor di Kampung" Program, 2021–2024)

By:

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Public service is one of the main functions of government in fulfilling community needs and guaranteeing citizens' rights. One of the public service innovations developed by the Government of Central Lampung Regency is the Bunga Kampung Program (Regent Working in the Village), which aims to bring government services closer to the community through direct engagement. This study aims to analyze the responsiveness of public service policy implementation through the Bunga Kampung Program in Gunung Sugih District during the 2021–2024 period. This research employs a qualitative descriptive approach, with data collected through interviews, indirect observation and documentation. The analysis of policy responsiveness is based on the policy evaluation criteria proposed by William N. Dunn (2018), which include the alignment of the program with public aspirations, the fulfillment of public needs and expectations, the level of community participation, the speed and ease of service delivery, the responsiveness and performance of public officials, and the level of public satisfaction with program outcomes. The findings indicate that, in general, the implementation of the Bunga Kampung Program in Gunung Sugih District demonstrates a fairly good level of responsiveness. The program is considered effective in bringing public services closer to the community, improving access to various government services, and enhancing interaction and communication between the local government and the public. However, several challenges remain, including limited implementation time, uneven community participation, and the need to strengthen inter-agency coordination. Therefore, continuous improvement and reinforcement of the Bunga Kampung Program are necessary to ensure that the responsiveness of public service policies becomes more optimal and sustainable in the future.

Keywords: Policy Responsiveness, Public Service Delivery, Policy Evaluation, Bunga Kampung Program