

ABSTRAK

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Program Studi : Ilmu pemerintahan

Judul : Implementasi Pelayanan Publik Bupati Ngantor di Desa
(Bunga Desaku) di Desa Panti Kecamatan Panti Kabupaten
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Penelitian ini bertujuan untuk menganalisis implementasi pelayanan publik melalui Program Bupati Ngantor di Desa (Bunga Desaku) di Desa Panti Kecamatan Panti Kabupaten Jember dengan menggunakan teori implementasi kebijakan George C. Edwards III yang menekankan empat variabel utama yaitu komunikasi, sumber daya, disposisi, dan struktur birokrasi. Penelitian ini menggunakan metode deskriptif dengan pendekatan kualitatif. Teknik pengumpulan data dilakukan melalui observasi, wawancara, dan dokumentasi dengan penentuan informan menggunakan teknik purposive sampling, sedangkan analisis data menggunakan model Miles dan Huberman melalui tahapan pengumpulan data, reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa implementasi Program Bunga Desaku di Kecamatan Panti telah berjalan cukup baik dalam mendekatkan pelayanan publik kepada masyarakat desa. Dari aspek komunikasi, sosialisasi program telah dilakukan melalui perangkat desa dan aparat setempat, namun belum sepenuhnya merata kepada seluruh masyarakat. Dari aspek sumber daya, program didukung oleh keterlibatan berbagai Organisasi Perangkat Daerah (OPD), aparatur, serta sarana prasarana yang memadai, meskipun masih terdapat keterbatasan jumlah petugas dan waktu pelayanan. Dari aspek disposisi, pelaksana menunjukkan sikap ramah, responsif, dan memiliki komitmen dalam memberikan pelayanan kepada masyarakat. Sementara itu, pada aspek struktur birokrasi, koordinasi antar OPD dan pembagian tugas telah berjalan cukup baik sehingga pelayanan dapat dilakukan secara terpadu dalam satu lokasi. Penelitian ini menyimpulkan bahwa Program Bunga Desaku merupakan inovasi pelayanan publik berbasis pendekatan jemput bola yang mampu meningkatkan akses pelayanan masyarakat, meskipun masih diperlukan optimalisasi komunikasi dan penguatan sumber daya agar implementasi program dapat berjalan lebih efektif dan berkelanjutan.

Kata Kunci: Implementasi Kebijakan, Pelayanan Publik, Bunga Desaku

ABSTRACT

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Study Program : Government Science

Title : *Implementation of the Regent's Public Service in the Village Office (Bunga Desaku) in Panti Village, Panti District, Jember Regency*

This study aims to analyze the implementation of public services through the Bupati Ngantor di Desa (Bunga Desaku) Program in Panti Village, Panti District, Jember Regency by using George C. Edwards III's policy implementation theory which emphasizes four main variables, namely communication, resources, disposition, and bureaucratic structure. This study employed a descriptive qualitative approach. Data collection techniques were conducted through observation, interviews, and documentation using purposive sampling for selecting informants, while data analysis used the Miles and Huberman model through data collection, data reduction, data display, and conclusion drawing. The results showed that the implementation of the Bunga Desaku Program in Panti District has been relatively successful in bringing public services closer to rural communities. From the communication aspect, program dissemination has been carried out through village officials and local authorities, although it has not been evenly distributed to all members of society. From the resource aspect, the program is supported by the involvement of various Regional Apparatus Organizations (OPD), personnel, and adequate facilities, although limitations in staff numbers and service duration still exist. From the disposition aspect, implementers demonstrated responsiveness, friendliness, and commitment in delivering services to the community. Meanwhile, in terms of bureaucratic structure, coordination among OPDs and task distribution functioned relatively well, enabling integrated services in a single location. This study concludes that the Bunga Desaku Program is a public service innovation based on a proactive service approach capable of improving community access to public services, although improvements in communication and resource strengthening are still needed to enhance the effectiveness and sustainability of program implementation.

Keywords: *Policy Implementation, Public Service, Bunga Desaku*