

# Implementation Of Public Services Mall For The Community In The City Of Malang

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## Abstrak

Upaya pemerintah untuk meningkatkan penawaran umum luar biasa tidak pernah berhenti, hingga ditetapkan Peraturan Pemerintah Nomor 25 Tahun 2009 tentang Pelayanan Publik sebagai tonggak dari segala upaya untuk mendorong terselenggaranya pelayanan publik yang prima di Indonesia. Salah satu terobosan dan peningkatan untuk memahami great provider adalah dengan ditetapkan Permenpan RB Nomor 23 Tahun 2017 tentang Penyelenggaraan Pelayanan Publik Mall (MPP). Pelaksanaan MPP di Kota Malang didasarkan pada Peraturan Walikota Malang Nomor 3 Tahun 2020 tentang Pelimpahan Kewenangan Perizinan dan Non Perizinan dari Walikota kepada Kepala Dinas Tenaga Kerja, Penanaman Modal dan Pelayanan Terpadu Satu Pintu. Penyelenggaraan mall provider publik ini bertujuan untuk memberikan pelayanan yang mudah dan cepat kepada masyarakat di Kota Malang serta mendapatkan sarana dan prasarana yang dapat bermanfaat bagi penerima carrier. Hasil penelitian menunjukkan bahwa, pertama-tama, rendahnya sumber daya manusia yang tersedia di toko penyedia layanan publik, tidak adanya aula dan infrastruktur yang longgar bagi penerima layanan dan kurangnya sosialisasi dengan menggunakan otoritas tentang kehidupan penyedia layanan publik. department store di kota malang.

**Kata Kunci:** Implementasi, Pelayanan Publik, Pelayanan Publik Department Store

## Abstract

The government's efforts to increase extraordinary public offerings have never stopped, until the enactment of Government Regulation Number 25 of 2009 concerning Public Services as a milestone in all efforts to boost the implementation of excellent public services in Indonesia. One of the breakthroughs and improvements to understand the great provider is the stipulation of Permenpan RB Number 23 of 2017 concerning Implementation of Public Service Malls (MPP). The implementation of MPP in Malang City is based on Malang Mayor Regulation No. 3 of 2020 concerning Delegation of Licensing and Non-licensing Authority from the Mayor to the Head of the Office of Manpower, Investment and one-stop integrated services. The implementation of this public provider mall aims to provide easy and fast service to the people in Malang City as well as to obtain facilities and infrastructure that can benefit carrier recipients. The research results show that, first of all, the low human resources available in public provider stores, the absence of halls and relaxed infrastructure for service recipients and the lack of socialization by using authority regarding the life of public service providers. department store in Malang city.

**Keywords:** Implementation, Public Service, Public Service Department Store

## INTRODUCTION

Entering globalization technology which is full of challenges and competitiveness, the government should provide the best service to the community with an emphasis on government officials. Therefore, services have a direction to meet the needs of service applicants so as to increase competitiveness in providing goods and services. Demand for

public services continues to increase both in quantity and quality. This is related to the increasing population, increasing education levels, increasing needs, increasing variety of employment opportunities and increasing levels of social welfare. Public service is not only an administrative issue but is higher than that, namely the fulfillment of the wishes of the public, therefore it is necessary readiness for public service administrators so that good service quality can be achieved. As stated by Enceng Hestyodono in (Niluh Putu, 2016: 9) says that good service is a strategic policy issue because public service is very influential in improving public trust in the government. In providing public services for the community, the government previously issued Law Number 25 of 2009 concerning Public Services which was the first generation initiated by the government in providing excellent service. However, currently there are still obstacles or obstacles by organizers in providing public services. The issuance of a policy by the government through KemenPAN RB No. 23 of 2017 concerning the Implementation of Public Service Malls both at the central and regional levels. This is intended so that people can easily get services by service providers in one building, namely licensing services, non-licensing services and information services/complaints on services in public service malls. The existence of this public service mall includes all licensing and non-licensing services which are the government's authority. central and regional as well as services for State Owned Enterprises/Regional Owned Enterprises, Private. The existence of this service mall has been inaugurated in Malang City which is the 15th City to have a public service mall. The Public Service Mall in Malang City has been inaugurated in December 2022. The Grand Launching of the Merdeka Malang Public Service Mall will be held simultaneously with 26 other districts/cities. The inauguration was opened by the Minister of PAN RB and inaugurated virtually by the Vice President of the Republic of Indonesia in the Vice Presidential Palace Room and can be seen live on the KemenPAN RB Youtube Channel. The Public Service Mall is a priority program of the Ministry of Administrative and Bureaucratic Reform which is targeted to realize the implementation of 100 MPP MPP in districts/cities in Indonesia. With the inauguration of 26 MPPs spread across districts/cities in Indonesia, it has been realized and exceeded the targets set, 103 MPPs have been implemented spread across districts/cities in Indonesia.

MPP Merdeka Malang opened services for 17 vertical agency tenants and Malang City Government OPD, with a total of 197 public services for the people of Malang City. Kawanaker come and take advantage of all the public services available at MPP Merdeka right now, on weekdays and service hours. The goal of this public service mall is to provide convenience, speed, affordability, safety and comfort to the public in getting direct services in one building. services in public malservices still face many obstacles. For this reason, this research will discuss the implementation of public service malls for the community in Malang City.

## **METHOD**

The type of research used in this study is a type of qualitative research with a descriptive approach. According to Sanapiah (1990) that descriptive research or taxonomic research or exploratory research is intended for exploration and clarification of phenomena or social reality, by way of describing a number of variables relating to the problem or object under study without questioning the relationship of the existing variables. Therefore, in descriptive research, hypothesis testing was not carried out to build and develop a theoretical vocabulary. The focus in this study is the implementation of public service malls in the city of Malang. And the driving factors and inhibiting factors for the implementation of public service malls. The research location is at Ramayana Mall, Jl. Merdeka Timur, Kiduldalem, Kec. Klojen, Malang City, East Java. The respondent selection technique used was purposive sampling technique. Source of data obtained from primary data and secondary data. Data collection was carried out through interviews, observation and documentation. The research instruments included the researchers themselves, interview guides and field notes.

## **RESULTS AND DISCUSSION**

To find out the implementation of public service needs in the city of Malang using indicators for the implementation of public service standards based on Kemen PAN No. 63/KEP/M.PAN/7/2003 as follows:

### ***Mechanism of Service***

The service standard describes the flow or service mechanism that has been determined by the implementer of the service. The services contained in the Malang City MPP will be carried out in December 2022. To provide good service to the people of Malang City after the existence of public service property in the city of Malang, there is a complaint service found there. Starting from the information when the Ombudsman conducted an inspection at the MPP, it was seen that there was no clear service procedure at the Malang City Public Service Mall. However, recently there has been a clear service procedure provided by the public service mall through posters on the wall after the entrance to the Malang City public service mall. It can be seen from the service announcements in the Malang City MPP that the service delivery is adjusted to the public service standards set has been determined.' At the licensing service stage served by the One Stop Investment Service, the city of Malang has a service flow that initially can be served directly by customer support after visitors come through the entrance to the Malang City Public Service Mall building. In addition to conducting licensing services at the Malang City Public Service Mall, you can register through an independent corner provided in the Malang City Public Service Mall building. After that, the customer service provides directions to meet the licensing service officer to process and verify the administration that the service requires by directly processing the permit. whether it is approved or not, if it is approved, the process of printing the permit sheet is carried out and the permit is signed directly so that it can take the results of the services provided by DMPTSP Malang City.

### ***Completion Time***

When the settlement is determined from the time of filing the application until using the settlement of services including complaints. in terms of service application by public service malls in Malang City, there is an operational schedule imposed by the public service mall for all service officers, both from the Malang City DMPTSP agency, State-Owned Enterprises (BUMN) and Regional-Owned Enterprises (BUMD). The operating schedule is Monday-Thursday at 08.00-16.00 WIB, while Friday operates at 08.00-15.00 WIB. The services contained in this MPP have a long schedule for completing licensing arrangements, service complaints, and information services available on service assets the public of Malang City. one of the opinions of the people of Malang City in managing licensing services is that the service completion schedule contained there is very 'transparent, in accordance with the agreement agreed upon by the service officer and the service applicant. In Malang City, there are 33 types of services at MPP with a long wait for licensing services provided by service officers for a minimum of 3 days and the longest licensing process is at DMPTSP Malang City during weekdays. Services at the Population and Civil Registry Service there are 20 types of services available at public malservices in Malang City, which takes 5 working days to complete. Whereas at the PUPR Service there are 6 types of services provided there with a maximum completion of 21 working days and a minimum completion time of 7 working days. There are three types of services at the Biological Environment Service which take 8 working days to complete. The types of services at MPP are BUMN/private and BUMD and PDAM Malang City which have a maximum completion schedule of 15 minutes and a minimum of 10 minutes.

### ***Service Fee***

The process of paying for services obtained based on the provisions contained is determined. Implementation of a service mall in Malang City which is attended by agencies that have different types of services that can be used by the people of Malang City at the Public Service Mall in Malang City. at the DMPTSP there are 31 services that are free of charge, while there are 2 types of services that are free of charge, namely business permits for trade

in alcoholic beverages and for routes. Meanwhile, in the services provided by the PUPR Service, the fees imposed are adjusted to regional fees through Regional Regulation No. 13 of 2011 and Regulation of the Mayor of Malang Number 27 of 2016 concerning Position, Organizational Structure, Duties and Functions and Work Procedures of the Office of Public Works and Spatial Planning and BUMN/BUMD in public service malls in providing services do not charge a penny.

### ***Service Products***

The results of the service that will be received are in sync with the conditions that have been set. The services in public service assets convey the listing/type of services that the people of Malang City obtain in public service assets. Service products at public service malls in the City of Malang, namely services in which there are services from regional apparatus organizations such as the DMPTSP Service (Health Service, PUPR Service Office, Biological Environment Service, Agriculture Service), BUMN (BPJS Employment, BPJS Health, Jasa Raharja, PT, PLN, BNI bank), BUMD (Nagari financial institution, PDAM) and the ministry of trust, Polresta.

### ***Facilities and Infrastructure***

Provision of adequate facilities and infrastructure for public service providers. Fulfillment of the facilities provided by the public service property has not been properly channeled, because there are still not many facilities produced in this public service property. It is still clear that there are no differentiating/blocking arrangements between one agency service and another, so that it can be said that the property of Malang City public service mall facilities cannot be said to have been fulfilled properly in delivering services in accordance with the service standards described in Ministry Regulation No. 23 of 2017 regarding the implementation of public service malls with service counter facilities, children's play areas, lactation rooms, ATM centers, disabled facilities, assembly rooms, multifunction rooms, and public libraries. Malang City public service property currently only has a children's playground and service counters.

### ***Competency of Officers***

The competence of service personnel must be determined appropriately based on the knowledge, expertise, skills, attitudes and behavior required. Service officers at public service malls in Malang City are placed based on their knowledge and expertise in accordance with the motto of the public service mall, Adaptive, and Collaborative. The ASN's core values are the essence of ASN's basic values in accordance with Law no. 5 of 2014 concerning State Civil Apparatus in a common perception that is easier to understand and apply to all ASN. 5 of 2014.

### ***Constraints faced in the Implementation of Public Service Malls in Malang City***

In the implementation service at MPP Malang City, even though it has been carefully planned and directed, there will definitely be obstacles or obstacles. Likewise with the service executors in MPP Malang City in providing services that are Friendly, Fair, Normative, Fast, Accountability and Quality in accordance with MPP Malang City Motto. These obstacles can come from within and outside. According to Hansen and Mowen (Larasati & Haksama, 2016), the obstacles are divided into, as follows:

#### **1. Internal Constraints**

- a. Human Resources. In providing public services at the Malang City Public Service Mall, there are many advantages that we see in providing services that we can get directly in one building. In addition, if we look at the shortcomings in the Malang City public service mall, namely service officers who are under the auspices of the Department of Environment, Health Service, PUPR Service, dams Other BUMN/BUMD agencies are often not in the service mall room, and the presence of service officers who are not punctual when providing services in the morning during the operating hours of public

service malls, namely Monday-Thursday 08.00-16.00 WIB, while on Friday 08.30-15.00 WIB. So that in this obstacle there are many complaints from the people of Malang City who have been waiting a long time to get services at the Public Service Mall.

- b. There is still a lack of facilities and infrastructure for Public Service Malls. In the Decree of the Minister of Administrative and Bureaucratic Reform No. 23 of 2017 describes the facilities that can be enjoyed by the public in Public Service Malls, namely the availability of service counters, ATM centers, children's playgrounds, lactation rooms, disabled facilities, assembly rooms, public libraries and multifunctional rooms. Meanwhile, the public service mall in Malang City has not fulfilled the facilities and infrastructure at the public service mall other than a children's play area for visitors who bring their children. In addition, the location of public services that are not strategic, is on Jl. Merdeka Timur, Kelurahan Kidul Dalem, Kec. Klojen is prone to traffic jams and does not meet the infrastructure requirements for the elderly, pregnant women and people with disabilities to go to the public service mall in Malang City.

## 2. External Constraints

The public's understanding of the existence of Public Service Malls is still low. In providing public services at the Malang City Public Service Mall, it was seen that there was still a lack of public understanding of the existence of a public service mall in Malang City, so that during the interviews the public did not know about the existence of a public service mall, the existence of a public service mall and its functions, purpose of the mall and type public service mall services in Malang City. In addition, the socialization was carried out by the government and public service mall service officers led by the Head of the Malang One-Stop Investment Service.

## CONCLUSION

The public service mall is a government policy originating from the Ministry of Administrative and Bureaucratic Reform No. 18 of 2018 concerning the determination of the location of MPP implementation in Malang City is expected to become one of the examples of mall public services. MPP is the location where the administrative service process takes place which is an extension of the functions of the Malang City One-Stop Investment Service (DMPTSP), both central and regional, BUMN and BUMD with the aim of getting fast, easy and affordable services. The City public service mall was virtually inaugurated during the Declaration of Thematic Bureaucratic Reform and the Inauguration of 26 MPPs from the Palace of the Vice President of the Republic of Indonesia, Monday (5/12/2022). The inhibiting factors for the implementation of Public Service Malls in Malang City are the low level of facilities and infrastructure at MPP Malang City in fulfilling the facilities obtained at MPP and the location of public service malls that are prone to traffic jams is difficult to reach, namely Jl. East Merdeka, Kel. South Dalem, Kec. Clojen. Second, the low discipline of service officers in providing services to visitors so that they wait a long time to get service. Third, the people of Malang City still have low understanding of the function of the Public Service Mall, the location of the Public Service Mall and the types of services available at MPP Malang City.

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