PUBLIC SERVICE IN FACING OF INDUSTRIAL REVOLUTION 4.0

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ABSTRACT
The dynamic development of public services has created a new paradigm for the performance of apparatus or bureaucrats as service providers. In the context of the Industrial Revolution 4.0, there are various challenges in the implementation of public services. However, apparatus or bureaucrats are vital factors in the success of public services so that they are demanded to be more competent and professional in their services. Therefore, a practical and efficient bureaucracy model is demanded to eliminate rigid and inefficient bureaucracy in public services. Including eliminating inefficient and ineffective mechanisms of work, sources of abuse of authority that cause corruption and the like. The provision of services to the public in the city of Bandung needs to be further improved in order to provide quality public services. In order to improve public services the Bandung City government should adopt co-production public service models as collaboration program between citizens and public officials. However, the new paradigm of the Industrial Revolution 4.0 is a challenge for the civil servants for providing better and quality public services.

Keywords: Bureaucracy, bureaucrat, industrial revolution, public service.

INTRODUCTION

Public services are growing rapidly with the aim of meeting the demands of the people. A public service is a service intended or provided to serve all citizens. Public services are provided by the government for all people who live in their jurisdiction, either directly through the public sector or by financing the provision of these services. Some examples of public services, among others, are health services, education, licensing permit and so on. However, public services are the core of the government administration engine consisting of ministries and departments. Public service employees are also referred to as public officials or as government employees who work in government agencies and the like. Citizen involvement in modern public service programs is important and has many benefits such as Brajaktari stated that citizen engagement will be examined as an instrument for strengthening the delivery process, ultimately contributing to poverty
reduction and the attainment of other development outcomes (2016: 4).

Regional Regulation of the City of Bandung Number 16 of 2011 concerning Public Services in Article 7 states that public service is an activity or series of activities in the framework of meeting service needs in accordance with statutory provisions for the public for goods, services, and/or administrative services provided by public service providers. Regional Regulation of the City of Bandung Number 16 of 2011 concerning Public Services in Article 13 states that implementing public services, hereinafter referred to as implementing officials, are officials, employees, officers, and everyone who works at the Regional Work Unit (SKPD) in charge of carrying out actions or a series of public service actions.

According to information that the city government of Bandung is planning the construction of a Public Service Mall (MPP), which is an integrated place for carrying out public services for goods, services or administrative services. The aim is to make it easier for citizens to access public services and improve public service excellence. In Indonesia there are MPPs in 15 cities.

The success of a public service is inseparable from the quality and productivity of the government apparatus and its bureaucracy. So far there has been a stigma that the performance of government officials, in most underdeveloped countries including Indonesia, that the performance has not been optimal. Likewise, the bureaucracy is inefficient or rigid. Both of these factors can hamper the implementation of public services.

Currently the global world is undergoing a transition to the Industrial Revolution 4.0, an era that uses a combination of physical-cyber systems, the Internet of Things and the Internet of Systems. This is a new paradigm and challenge for the apparatus and bureaucracy in the city government of Bandung. Therefore, in the face of the Industrial Revolution 4.0, the two elements need to transform into a skilled and professional apparatus and bureaucracy based on the Industrial Revolution 4.0.

**RESEARCH METHODS**

This study used qualitative methods, namely as defined by Yin (2011) that the type of qualitative research is used to examine topics such as social, institutional, and environmental contextual conditions (Yin, 2011: 8); The process of qualitative
research is inductive, namely to construct concepts, hypotheses, or theories rather than testing hypotheses. Use of this re-search method to describe processes not results or products (Sharon, 2009); Qualitative re-search focuses on the emergence of a situation (Tracy, 2013). This type of research is descrip-tive which is describing the phenomenon of public service provided by the Bandung city govern-ment. The case study of this research is about the implementation of public services in the city of Bandung. Research data comes from secondary data such as internet, journals, and books and the like.

**REVIEW LITERATURE**

Public Service

Public services are built on (or at least should be built on) engagement between citizens, communities and the services they consume (Kippin, 2015:13). According to Burell and Morgan (1979) that public services are, from systems theory and open system model point of view, the outputs of public administration and of policy process (Virtanen and Stenvall, 2014: 94). The function of a public service is often defined by law. Law and order, environmental health and national defence services are almost always provided by central government (Doherty and Horne, 2002:4). Traditionally, public services have been managed through bu-reaucratic structures. It is unfortunate that the term ‘bureaucracy’ is often used in a derogatory manner. Bureaucracy is a form of organization that is well suited to many activities, especial-ly activities such as education and criminal justice, which rely on the keeping of accurate records (Doherty and Horne, 2002:16). Tomkins sees public services as a spectrum. Within this spectrum, public services range from those that are fully owned by private shareholders, to those that are fully in public ownership (Doherty and Horne, 2002:4). The delivery of public services is typically a highly complex undertaking, which involves a large number of transac-tions between service providers and recipients (Brajaktari, 2016:6); Public officials play a primary role in the delivery of public services and it is inconceivable that significant service delivery improvements can be achieved without their full participation (Brajaktari, 2016:15). Decentralization Survey in 2002 carried by PSKK UGM proved that the actions in performing public services in regencies/cities in Indonesia were still fraught with uncertainty of cost, time and
manner of service, Indonesia is still fraught with uncertainty of cost, time and manner of service (Hardianto and Adiwidjaja, 2015, p.18). Public services that undoubtedly will have a serious impact on people’s quality of life (Gadot & Cohen, 2015, p. 4) According to United Nations Development Programme that public service in both the developed and developing world plays a vital role in providing public goods, such as defence, public order, property rights, macro-economic management, basic education, public health, disaster relief, protection of environment, and coordinating private sector activity("Public Service Reforms: Trends, Challenges and Opportunities", 2013, p.2). Public service is generally not in a form of goods but service, including administrative service (Hardianto and Adiwidjaja, 2015, p.18). Meanwhile Lane (2008) states that a public service is not like a business area such as a multi- purposes private firm operating in the marketplace: 1) it is an activity undertaken by a politi- cal body, governed often through democratic political processes 2) its provision is regulated in public law, meaning that the public employees or bureaucrats providing these services have to act within the framework of rule of law (Lane, 1996).

RESULTS AND DISCUSSION

Public Services, Bureaucrat, and Bureaucracy in Bandung City

Public services develop dynamically and increasingly complex because they relate to vari- ous aspects, as predicted by Doherty and Horne that public services are delivered will change, in response to the technological, economic, market, political, legal, ethical and social forces (2002: 24 ). The development of internet technology has changed the public service system to become more practical and efficient because there are fewer officers but faster administrative processes. Since a few years ago, public services in the city of Bandung have been using in- ternet-based or online systems, such as hospital registration, vehicle tax payments and the like. In the face of the Industrial Revolution 4.0 mastery of equipment and more sophisticated systems is needed because it can create efficiency and productivity of employee work, for example in government hospitals where the number of patient is very much and exceeds their capacity. By using more sophisticated equipment and systems, these problems can be over- come / resolved, as stated in following
words: "... technological applications (such as virtual one stop portals) have helped to prove people's access to multiple public services. . "(Work in the public service in the future, no date: 2).

The demand for quality public services continues to increase, encouraging the government as a provider to meet these demands, one of which is an adequate and integrated service place with many services. With the availability of adequate space, public access to services is increasingly greater. Bandung city government plans to build a Public Service Mall (MPP) so that all public services, such as the various licensing service processes, can be faster and more economical. With the existence of MPP, it is expected that the process of obtaining permits for the public is more practical and fast. The licensing process, for example a business permit, is a job that is at risk of bribery or corruption carried out by the authorities because this is not in accordance with the principles of Good Governance. MPP construction is based on a legal umbrella Minister of Administrative Reform and Bureaucracy Reform Regulation Number 23 of 2017 concerning the Implementation of Public Service Mall. Actually, MPP has been running in 15 cities in Indonesia and showed positive results.

In modern democracies, public service is often performed by employees known as civil servants who are hired by elected officials. Government agencies are not profit-oriented. Public services are very dependent on the implementers, namely government officials or bureaucrats who work in the public sector. The term 'bureaucracy' has its origins in the work of the German sociologist Max Weber. He considered bureaucracies to be the most rational and potentially the most efficient means of public administration (Doherty and Terry, 2002: 16). The definition of bureaucracy is a device / institution of employees / Human Resources and a system of government administration that is run by civil servants based on statutory regulations (Damanhuri and Jawandi, 2017: 297). There is a negative stigma that bureaucracy in many developing countries is still rigid, slow, inefficient and so on. This stigma is related to services provided by the government which are considered to be far from the expectations of the community (Kaloh, 2017: 218). Therefore, the quality of the apparatus or bureaucrats as public servants must be improved because the demands and criteria of public services increase,
especially to meet public satisfaction. Some public services, for example health services at Puskesmas still need to be improved, both the service process and the program. The minimal health program budget has caused sub-optimal services. In addition, in the context of public services the role of service delivery is important. Some service delivery models are by involving several actors associated with the process so that service delivery runs well. Bra-jaktari (2016:5) states in the context of service delivery, it is useful to consider the roles of the three main sets of actors involved—citizens, politicians, and public officials.

There are assumptions about the characteristics of the apparatus. Most of the debate has assumed that the 'problem' is one of public servants who are self-interested and unresponsive (Faulkner 2007: 51). Due to the unprofessional conduct of the government apparatuses, the level of community satisfaction is still low for the services provided by the government, for example the case of the low quality of health services provided by BPJS or difficulties in obtaining business licenses or commercial building permits and so on.

In addition, some bureaucratic reforms in the aspect of public services that are the focus of attention are issues of corruption and public services and public information disclosure (Firman, 2015: 59). Corruption is a negative factor that causes the quality of public services is not optimal because the budget for the construction of facilities is corrupted by the authorities. Construction of public facilities such as health equipment, health facilities, roads, public spaces such as city parks or school buildings is often the object of corruption. Corruption occurred as a result of a monitoring program from the Bandung City government that was not carried out. In order to improve public services in the city of Bandung, the apparatus or bureaucrats as public servants must be upgraded in order to become accountable apparatus. Basically, bureaucracy must apply the principles of Good Governance, specifically the accountability ability of its apparatus. We argue that public servants have a central and important role in helping citizens to articulate the public interest, and, conversely, that shared values and collective citizen interests should guide the behavior and decision making of public administrators (Denhardt and Denhardt, 207: 77-78). Citizen collaboration with civil servants in public service programs can help civil servants improve their services with the thought that citizens
may have a better idea than public officials about the kinds of services they need, so they can help service providers better understand their requirements and identify solutions (Brajaktari, 2016:6). Kippin (2015:13) states public services are built on (or at least should be built on) engagement between citizens, communities and the services they consume. The public service collaboration model above, also called co-production or "social productivity" is a new public service model, different from the public service model in Indonesia which is a top-down program.

Ideally, the city government of Bandung as a service provider can understand and fulfill these needs so that the quality of its services is better. The role of the city government of Bandung is as follows: "Organizations operating in the public sector have also come to realize that they must ensure their services are soundly based on the needs and expectations of their stakeholders - community, citizens, and customers - and that they are seen as providing service quality (Wisniewski, 2001: 380).

**Industrial Revolution 4.0 A New Paradigm and Challenge**

In essence, industry 4.0 describes the trend towards automation and data exchange in manufacturing technologies and processes which include cyber-physical systems (CPS), the inter-net of things (IoT), industrial internet of things (IIOT), cloud computing, cognitive computing and artificial intelligence (https://en.wikipedia.org/wiki/Industry_4.0). Rapid technological development by creating sophisticated machine inventions and more practical and efficient systems has driven changes in many sectors such as employment and worker qualifications. According to Kaloh, the work began to change into knowledge-based work and the needs of human resources also changed towards knowledge workers (Kaloh, 2007: 36). The paradigm shift also occurred in the Industrial Revolution Era 4.0 which was based on computer and internet technology. This is a formidable challenge for bureaucrats in responding to this paradigm to be able to provide public services according to the demands of the Industrial Revolution 4.0.

In general, the failure of many public service programs is caused in the process of implementation, as happened in the handling of waste in the city of Bandung that has never been completed. This is due to the problem of waste not
being handled holistically but separately. Even though the waste problem involves many stakeholders and the problems are interrelated. The failure of a public service implementation can be caused by the following criteria: (1) policy objectives are clear and consistent, (2) the program is based on a valid causal theory, (3) the implementation process is structured adequately, (4) implementing officials are committed to the program's goals, (5) interest groups and (executive and legislative) sovereigns are supportive, and (6) there are no detrimental changes in the socio-economic framework conditions "(Pühl, 2007: 92). For Dunsire, policy implementation is seen as pragmatization. The post-legislative stages of decision making, while elsewhere calls implementation “the stage in the policy process is concerned with turning policy intentions into action. De Leon calls the study of implementation "little more than a comparison of the expected versus the achieved." (Hill and Hupe, 2002: 7-8).

The city government of Bandung is a key stakeholder in implementing public policies, as Santosa (2012: 42) stated implementation is putting a government program into effects; it is the total process of translating a legal mandate, whether an executive order or an act statute into an appropriate program directives and structures that provide services or creative goods."

CONCLUSION

Industrial Revolution 4.0 is a new paradigm that operates using the latest internet systems and can improve work efficiency. The public service sector provided by the city government of Bandung will face severe challenges in the Industrial Revolution Era 4.0 because the technology base of the new era is expensive, advanced internet technology. Besides that, the mastery of the apparatus or bureaucrats in internet technology is still minimal so that there will be technological gaps.

The failure to implement public services is also caused by rigid and inefficient bureaucracy, so in facing the challenges of the new bureaucratic model based on the Industrial Revolution 4.0, it is necessary to reform the bureaucracy. Including implementing Good Governance, especially in terms of the accountability of officials or bureaucrats. Criteria for an accountable
apparatus or bureaucrat are needed to eliminate corruption that can lead to suboptimal public services.

In order to improve public services, collaboration between citizens and the city of Bandung as service providers - often called co-production or "social productivity" - is one way to improve the quality of public services. In addition, the types of public services provided will suit their public needs. The involvement of citizens in public service programs has many benefits such as avoiding corrupt practices because corruption can reduce the quality of public services.

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