

Application of Administrative Ethics in Public Services in the Context of Increasing the Professionalism of Village Officials in Waru Village, Parung District, Bogor Regency

Muhammad Baharudin Zubakhrum Tjenreng

Program Studi D4 Administrasi Pemerintahan Daerah, Institut Pemerintahan Dalam Negeri

ABSTRACT

Ethical values are not just a belief held privately by a person/individual, but ethics must be a reference and guide in acting both in society and in institutions. In public administration ethics, there is an prevailing assumption that through the application of ethical values, a public administrator will be able to form good morals in carrying out his duties to serve the community. With the application of administrative ethics in daily behavior it is expected to increase the professionalism of village officials in Waru Village, Parung District, Bogor Regency in providing services to the community which will be the aim of this research. In this study, researchers will use a qualitative approach with descriptive methods. The results of the research are the presentation of data and information that researchers get from the field which is then adjusted to the theory used in this study. The theory used is Administrative Ethics according to Pasolong (2010: 202) with indicators: Efficiency, Effectiveness, Service Quality, Responsiveness and Accountability. Judging from the five indicators of administrative ethics, the indicator that is the best is the indicator of responsiveness, while the indicator that is still not optimal is the indicator of service quality.

Keywords: Administrative Ethics, Public Service, Professionalism, Village Officials.

1 Introduction

Almost every nation in the world has an ideology and moral guidelines that form the basis of attitudes, behaviors and actions in achieving goals (Ismail, 2021). Through this moral guide, there will always be a benchmark for judging what is good and what is bad, what is right and what is wrong, then what is ideal and what is not ideal about something (Sandhana, 2010).

Therefore the role of ethics will always be a part of people's lives, including Indonesian society. Since ancient times, the Indonesian people have been known as a virtuous and ethical society both individually in daily life and in group life (Bisri & Asmoro, 2019). However, slowly but surely the virtuous ethics are experiencing a shift due to the changing times which are synonymous with materialism (Mustafa, 2012).

Ethical issues in public administration show a lack of attention or neglect of ethics in the practice of public administration. Even though ethics is an important element that determines the successful implementation of organizational activities and public administration actors (Aksa, 2010). The reason is that moral values are contained in the entire process of public administration activities. Starting from the design of the organizational structure, the formulation of policies, the implementation and evaluation of policies and the implementation of public services full of ethical values (Nuraini, 2020)

In public policy studies, almost all public policies issued by the government generally contain orders or prohibitions so that it brings a logical consequence, that is, anyone who violates an order or actually does something that is prohibited will be subject to sanctions according to the contents of the policy (Musri & Mulia, 2022). This means that the juridical approach to public policy pays little attention to the impact or benefits of the policy, on the contrary it does not consider the ethical and moral dimensions in society. This is one of the factors causing government policies to be often not well received by the public (Hutahayan, 2019).

In order to realize good governance, it is necessary to develop the quality of human resources in a public organization, by instilling ethical values in the administration of public administration (Siti Maryam, 2017). Ethics in the implementation of public administration needs to be a guideline and regulation that regulates the pattern of apparatus behavior. In its implementation, public organizations are parties that deal directly with the community, therefore existing public administrators are expected to have attitudes and behaviors that reflect good ethical values (Santiarsti et al, 2015). If public administrators can carry out the values and principles that exist in public

administration ethics, the tasks carried out can run well and can shape the character of each individual who has a disciplined personality, is polite, polite, responsible and has high commitment (Daulima, 2018).

One of the most urgent things that applies to all organizations or institutions including government bureaucracy is human beings, where humans as resources have a very important role as actors and drivers of the organization (Ariyanto et al, 2022). There are things that people often complain about today, namely dissatisfaction with receiving services, there is often no clarity regarding certainty regarding procedures, general requirements both technical and administrative, details of public service rates and procedures for payment, timetable for completion of services, rights and obligations of both providers. and service recipients. Professional and dedicated human beings are needed in driving government organizations to realize good governance (Sawir, 2020).

Professionalism according to Sedarmayanti & Rahadian (2018) is a pillar that will position the bureaucracy as an effective engine for the government and as a parameter of the skills of the apparatus to work well. Measures of professionalism are competence, effectiveness and efficiency as well as responsibility. The smooth implementation of the organization's tasks is highly dependent on the perfection of the village officials within it who are able to work professionally, effectively and efficiently in order to improve the smooth running of the wheels of government (Sahadi, 2021). Government officials as service providers for the community as well as a public service, think about and seek to achieve service targets for the community in various layers, carry out their duties because the professionalism of bureaucrats or village officials is not going well (Runkat et al, 2021).

Many things can affect the professionalism of the work of village officials so that they are less than optimal and optimal, including the lack of expertise possessed by the village officials in the work implementation process (Yulianah, 2021). To achieve good work professionalism, skills and work expertise are needed to carry out their main tasks. Likewise, what happened at the Waru Village office, Parung District, Bogor Regency, cannot be separated from the role and function of village officials. Where the roles and functions of the village apparatus are to assist in carrying out the tasks given by the village head. Village officials in the Waru village office, Parung sub-district, Bogor district, are required to have work professionalism, so that the work and tasks assigned or carried out can be carried out optimally. In carrying out their duties, village officials in the Waru village office in general must have the ability, expertise, a great sense of responsibility and be able to solve the problems they face, in order to create the professionalism of village officials in carrying out their duties.

However, in reality there are many village officials in village offices who are less professional. There are still several symptoms of the problem including that there are still residents who complain about the guarantee of service time so that it is uncertain when the processing of letters at the village office will be finished, there are village officials who leave the office during working hours so that they delay their work because there are other matters, and it is still visible village officials who are less responsive in completing work. Of course this is not in accordance with the expectations of the community about the services to be provided.

From the background above, the researcher was encouraged to conduct a study on the Application of Administrative Ethics in Public Services in the Context of Increasing the Professionalism of Village Officials in Waru Village, Parung District, Bogor Regency. The benefits of this research include being able to provide input for the development of administrative science, especially related to Administrative Ethics in Improving Services at Waru Offices, Parung District, Bogor Regency and from a practical aspect the results of this research can be used as references, information, and considerations for the local government in general.

2 Methods

The type of research used in this study is a descriptive research method with a qualitative research approach. This research is focused according to the formulation of the problem and research objectives, namely, administrative ethics and excellent service. The location in this study is the Waru Village Office, Parung District, Bogor Regency. In this study there are 2 sources of data, namely primary and secondary data. Primary data was obtained directly from the first party, in the form of interviews with research informants aimed at answering research questions. While secondary data is obtained from documentation such as report data, pictures, documentation, regulations related to research. The analysis techniques in this study are data reduction, data presentation, and drawing conclusions. The data validation technique in this study uses source triangulation. Source triangulation was carried out by comparing, confirming, and cross-checking the results of interviews from one research source with another (Moleong 2014).

3 Results And Discussion

Public Administration Ethics

In general, ethics is something that is often associated with the bureaucracy, because as an actor, public administration has power and decisions. Where decisions taken or not taken can affect the condition of the public as a whole. Ethics is always related to values regarding the right or wrong of an action, the good or bad motives and goals of the actions taken and something that regulates human behavior (Ihsani & Febriyanti, 2021).

Every public administrator in carrying out his duties and responsibilities must have a behavior and mental attitude that reflects ethical values and is able to understand, appreciate and apply various ethical values in accordance with his position. Therefore, every public administrator must understand ethical values so that they can really live up to these values in carrying out their duties. Various basic ethical principles in government administration as stated by Waldo (in Frederickson, 1999), namely:

a) Accountability

The employee should feel a sense of ownership over their job and a commitment to seeing it through to a successful conclusion, according to this code of ethics. Those in administrative roles in the government should aspire to perform their duties to the best of their ability and in a way that makes them happy. The general public, governmental bodies, and one's immediate superior can all serve as targets of one's accountability efforts. Every governing system needs to eradicate the temptation, the desire, and the habit of blaming others or making excuses for simply carrying out orders. As a result, every government official needs to be accountable for his actions. Don't hide behind the justification that you're merely following orders or implementing policy on behalf of the government.

b) devotion

Devotion is the willingness to put in the extra effort (both mental and physical) and focus on one's work without expecting anything in return, such as a promotion or recognition for one's efforts. Every government official's work should be performed with complete commitment and enthusiasm. No respectable officer should ever have the habit of doing their job halfway. This tribute honors his leadership, knowledge, and career.

c) Faithfulness

For an officer, loyalty is the conscious decision to act in accordance with the state constitution, national goals, laws and regulations, positions, agencies, duties, and superiors in order to achieve the desired common outcomes. Not every good officer knows how to carry out their duties while taking into account alternative strategies, weighing the pros and disadvantages, or even engaging in deliberate acts of sabotage. An officer has a duty to resign from his job if he is unable to perform his tasks to the best of his ability, is reluctant to be bound by his agency/agency, or does not feel compatible with the policies of his superiors.

d) Sensitivity

The willingness and ability to respond effectively to the many unexpected events, shifting circumstances, and unmet needs that arise in people's life at any given time is reflected in this guiding concept. Every competent government administrator needs to get over their indifference as long as the bare minimum is accomplished mentality and embrace the arduous work of reform.

e) Equality

Fair treatment is one of the most important characteristics of a government entity that seeks to serve all citizens and the public good. Generally, fair treatment can be achieved by treating all parties equally without discrimination or bias. Regardless of political ties, kinship, heritage, or socioeconomic standing, all public servants must treat the public with the same fairness, service, and commitment. Officials of a just government administration may not implement disparities in treatment that are arbitrary or based on personal motives.

f) equity

This is demonstrated by the fact that treating all parties equally as a matter of ethical principle does not always result in justice and fairness being achieved. Because the issues that plague society and the requirements that people have are so varied, they call for individualized solutions, provided that these solutions are founded on reasonable considerations or are motivated by valid causes. Likewise, a particular factor/situation can make strict equality an unfair treatment. Thus, for a certain group & for a certain situation, it is necessary to be given the same treatment. But towards another group & based on different special conditions, there may need to be unequal treatment. For this reason, the principle that must be heeded is appropriateness which is also one of the meanings of justice. The principle of decency refers to something that is appropriate according to moral considerations or ethical values that apply in people's lives.

Furthermore, according to Darwin's opinion in Widodo (2001) public administration ethics is "a set of values that become a reference / guide for human action in organizations". Various administrative activities starting

from the planning, organizing, supervising, evaluating stages within the scope of public administration activities, apparatus need to have knowledge and a strong foundation of understanding of organizational theory. The process of public administration is a complicated process, not only related to technical activities but also political activities that seek to interpret public will into a form of policy. The policies taken are taken to give effect to the general public. Thus, in determining these policies the government needs to pay attention to the ethical principles in it because every process of public administration always demands ethical responsibility. In the opinion of Miftah Thoha (207), the science of public administration is a systematic study and is not just an abstract painting, but includes planning the reality of all efforts to organize good governance.

Public administration is one of the keys to successful development. Various kinds of public administration activities, one of which is good public service will result in the welfare and satisfaction of the community. Therefore, in its implementation, it is necessary to pay attention to and prioritize ethical values by fulfilling the demands, aspirations and interests of the people served. The behavior of the apparatus is reflected in the attitude in carrying out their daily responsibilities and duties, the end result of which can have an impact on public services. The application of ethics is very important in the process of public service, which is shown by always being disciplined, obeying rules, polite, friendly in serving the community. In fact, public service activities have not been carried out properly and have not been able to meet the expectations of the community. This can be seen from the indicators that there are still many public complaints in the field regarding the administration of services carried out by the government, both in terms of procedures, transparency and the attitude of the apparatus in providing services.

Application of Administrative Ethics in Public Services in realizing the professionalism of Village Officials in Waru Village, Parung District, Bogor Regency .

Measuring the quality of a service must still be done, especially in services (Anggara, 2012). So for this reason, assessing the merits of a public service provided by village officials at the Waru Village Office can be seen from the pros and cons of implementing ethical values. Administrative service ethics in particular in this study the authors took five indicators, according to what was stated by Pasolong (2020) which included:

a) Efficiency

Efficiency is a measure of the achievement of an activity which is assessed based on the amount of costs/resources used to achieve the desired results. The officials use the resources they have quickly and precisely, without being extravagant and accountable to the public. Efficiency value is interpreted simply as not wasteful. All actions taken by the state apparatus are said to be good if they are efficient or not wasteful. In the sense that the apparatus is careful to continue to provide maximum results to the public even with limited resources. Thus the efficiency value indicator leads to the use of resources and sources of funds that are owned quickly and precisely, not wastefully and can be accountable to the public. The results of the study show that the use of resources and funding sources in Waru Village is used wisely and properly, the use of resources such as facilities and supporting facilities has been used as well as possible, so that there is no waste and can be accounted for. Existing resources are also optimized to be able to provide the best possible service to residents in accordance with existing and applicable SOPs. Likewise with sources of funds that have been used in accordance with activity plans and through recording both inflows and outflows. So that there is no waste and can be accounted for.

b) Effectiveness

Effectiveness as a measurement of success in achieving predetermined goals. That is, the bureaucrats in carrying out their duties of service to the public must be good (ethical) to fulfill the stated goals. Effectiveness can also be interpreted as target accuracy in achieving existing goals. The Waru Village Office itself has the aim of facilitating and accelerating the community in obtaining services. Measuring the effectiveness used in achieving these goals, namely the ability to carry out their duties according to the role and level of breadth of knowledge or information known to employees. The results of the study show that the apparatus in Waru village in terms of achieving goals and in carrying out service tasks are still not effective, when viewed through indicators of the ability of employees which are supported by the response of the community who have provided services. Meanwhile, in terms of achieving goals based on indicators of knowledge possessed by employees, it can be said that it is already good.

c) Service Quality

The service that the apparatus provides to the public is determined by the quality of the service. The quality of service provided by bureaucrats to the public must provide a sense of satisfaction to those served, in this case the public. In the sense that good (ethical) service by bureaucrats to the public is determined by the quality of service. There are several indicators of service quality used in this study, namely friendly and communicative, as well as

timely or disciplined. The results showed that, to determine the level of community satisfaction with service quality, a Community Satisfaction Survey or SKM was carried out. The survey will also become the basis for evaluation in order to increase and improve the quality of services in Waru Village. Employee administrative ethics in terms of service quality on friendly and communicative indicators still lacks, on timeliness or discipline indicators are also lacking. In this case, residents also hope that the quality of the services provided can continue to be improved.

d) Responsiveness

Responsiveness relates to the responsibility of bureaucrats or apparatus in responding to and recognizing urgent public needs. The responsiveness referred to in this study is the ability and willingness of an employee of the Waru Village office to help and provide services sincerely. The results of the study show that there are several mainstay programs owned by Waru Village in providing services to residents, such as the ball pick-up program and the night service program. These services already uphold responsiveness. The programs developed by Waru Village are in accordance with the needs and aspirations of the people so that they can make it easier for the people themselves to get services. The Waru Village community also responds well to the facilities provided by Waru Village in service, and feel helped by this .

e) Accountability

Accountability is related to accountability in carrying out the duties and authorities of public administration. The indicator used in measuring accountability in this study is the conformity between implementation and Standard Operating Procedures (SOP). The results of the research show that in terms of providing services and using resources, employees carry out their duties according to the rules and applicable SOPs, which are guided by regional regulations and the Regent's regulations. Administrative ethics in terms of accountability in Waru village can be considered to have met the standards of accountable service.

Refers to the existing human resources in the organization. The higher the ability of human resources in an organization, the more likely the organization concerned is to provide professional and quality services. Individual factors also include how the quality of work results and the ability to complete work by agency or bureaucratic employees. The results of the study show that the human resources in Waru Village are quite good, supported by improving the quality of human resources through skills training. The quality of work produced by employees is also quite good, there were no fatal errors that harmed residents, but only minor mistakes which were still normal where residents also understood that mistakes were a humane thing. Meanwhile, the ability to complete work is also quite good, because village officials complete their work in serving residents according to the time promised.

4 Conclusion

Various problems that arise in the process of achieving quality service indicate that public administration ethics tends to decrease so that it has an impact on public satisfaction, which is marked by the presence of elements who are still negligent in carrying out their duties and responsibilities as public servants. this happens because of the lack of attention to ethical values by the apparatus in carrying out their duties. Therefore the application of administrative ethics in public services is very important to do to create professional village officials so that they can realize good village governance. The implementation of administrative ethics in public services in the village of Waru, Parung District, Bogor Regency has been going well. Judging from the five indicators of administrative ethics, the indicator that is the best is the indicator of responsiveness, while the indicator that is still not optimal is the indicator of service quality. Meanwhile, the factors that influence excellent service need to be applied to support the application of ethics in a public institution.

References

1. Aksa, A. H. (2010). Etika Administrasi Publik; Peranannya Dalam Mewujudkan Good Governance. *Jurnal Ilmiah Administrasi Publik dan Pembangunan*, 1(2).
2. Anggara, S. (2012). *Ilmu Administrasi Negara: Kajian Konsep, Teori, dan Fakta Dalam Upaya Menciptakan Good Governance* (Vol. 1). CV Pustaka Setia.
3. Ariyanto, A., Yulianah, Y., & Ariawan, J. (2022). THE ROLE OF HUMAN RESOURCES IN TOURISM DEVELOPMENT TO INCREASE REGIONAL INCOME OF SUMEDANG REGENCY. *Jurnal Ekonomi*, 11(03), 87-91.
4. Bisri, M. H., & Asmoro, B. T. (2019). Etika pelayanan publik di Indonesia. *Journal of Governance Innovation*, 1(1), 59-76.

5. Daulima, F. (2018). Implementasi etika pejabat publik di sekretariat daerah kota tomohon. *Jurnal Administrasi Publik*, 4(50).
6. Frederickson, H. G. (1999). Dwight Waldo and education for public administration. *Journal of Public Affairs Education*, 5(1), 5-11.
7. Hutahayan, J. F. (2019). *Faktor pengaruh kebijakan keterbukaan informasi dan kinerja pelayanan publik: Studi pada pemerintah Provinsi DKI Jakarta*. Deepublish.
8. Ihsani, A. F. A., & Febriyanti, N. (2021). Etika Komunikasi Sebagai Kontrol Kesalehan Virtual dalam Perilaku Bermedia Masyarakat di Era Digital. *Jurnal Al Azhar Indonesia Seri Ilmu Sosial E-ISSN*, 2745, 5920.
9. Ismail, A. M. I. (2021). PENERAPAN ETIKA ADMNISTRASI PUBLIK MELALUI PELAKSANAAN TUGAS PELAYANAN BIROKRAT. *Meraja journal*, 4(3), 3-19.
10. Moleong, L. J. (2014). Metode penelitian kualitatif edisi revisi. Bandung: PT Remaja Rosdakarya.
11. Musri, M., & Mulia, R. A. (2022). *Etika Administrasi Publik*. CV. Eureka Media Aksara.
12. Mustafa, D. (2012). Etika Birokrasi dan Kultur Masyarakat di Indonesia. *JIA: Jurnal Ilmiah Administrasi*, 1(1), 99-113.
13. Nuraini, S. (2020). Penerapan etika administrasi publik sebagai upaya dalam mewujudkan good governance. *Jurnal Ilmiah Magister Administrasi*, 14(1).
14. Pasolong, H. (2020). *Etika Profesi*. Nas Media Pustaka.
15. Runkat, R., Dengo, S., & Tampongangoy, D. (2021). Profesionalisme Kerja Perangkat Kelurahan Dalam Pelayanan Administrasi Pada Masyarakat Di Kantor Kelurahan Talikuran Barat Kecamatan Kawangkoan Utara. *Jurnal Administrasi Publik*, 7(106).
16. Sadhana, K. (2010). *Etika Birokrasi Dalam Pelayanan Publik*. Malang: Universitas Merdeka.
17. Sahadi, E. (2021). *Urgensi Peningkatan Kualitas Pelayanan Publik Dalam Mewujudkan Tata Kelola Pemerintahan Yang Baik Perspektif Siyasah Idariyah (Studi Kasus di Desa Sukaraja Kecamatan Kedurang Ilir Kabupaten Bengkulu Selatan)* (Doctoral dissertation, UIN Fatmawati Sukarno).
18. Santiarsti, T., Dengo, S., & Ruru, J. (2015). Penerapan Etika PNS Dalam Pelaksanaan Tugas Aparatur Pelayanan Publik (Suatu Studi di Kantor Camat Wanea Kota Manado). *Jurnal Administrasi Publik*, 2(30).
19. Sawir, M. (2020). *Birokrasi Pelayanan Publik Konsep, Teori, Dan Aplikasi*. Deepublish.
20. Sedarmayanti, S., & Rahadian, N. (2018). Hubungan Budaya Kerja dan Lingkungan Kerja Terhadap Peningkatan Kinerja Pegawai Pada Lembaga Pendidikan Tinggi. *Jurnal Ilmu Administrasi: Media Pengembangan Ilmu Dan Praktek Administrasi*, 15(1), 63-77.
21. Siti Maryam, N. (2017). Mewujudkan good governance melalui pelayanan publik. *JIPSI-Jurnal Ilmu Politik Dan Komunikasi UNIKOM*, 6.
22. Tardjono, H. (2021). Urgensi Etika Profesi Hukum Sebagai Upaya Penegakan Hukum Yang Berkeadilan Di Indonesia. *Jurnal Kepastian Hukum dan Keadilan*, 2(2), 51-64.
23. Thoha, M. (2017). *Ilmu administrasi publik kontemporer*. Kencana.
24. Widodo, J. (2001). *Good Governance Telaah dari Dimensi Akuntabilitas dan Kontrol Birokrasi Pada Era Desentralisasi & Otonomi Daerah*. Surabaya: Insan Cendikia.
25. Yulianah, Y. (2021). MENGEMBANGKAN SUMBER DAYA MANUSIA UNTUK PARIWISATA BERBASIS KOMUNITAS DI PEDESAAN. *Komitmen: Jurnal Ilmiah Manajemen*, 2(1), 1-9.