

A Culture of Smiling and Greetings as Bureaucracy Reform in Public Services at the Chemical Analyst High School Padang, West Sumatera

Ismaya Indri Astuti

Chemical Analyst High School Padang, Ministry of Industry, Padang, Indonesia

Email address:

ismayaindri@kemenperin.go.id

To cite this article:

Ismaya Indri Astuti. A Culture of Smiling and Greetings as Bureaucracy Reform in Public Services at the Chemical Analyst High School Padang, West Sumatera. *Advances in Sciences and Humanities*. Vol. 7, No. 4, 2021, pp. 167-172. doi: 10.11648/j.ash.20210704.18

Received: October 10, 2021; **Accepted:** October 26, 2021; **Published:** December 31, 2021

Abstract: In Indonesia the vision of Bureaucratic Reform will become real if the Bureaucratic Good Governance starts from the habit of service itself. The servants of public service should improve themselves to provide services for the community wholeheartedly which is reflected in the seriousness of the servants in a good serving. Nowadays, the government is intensively carrying out bureaucratic reforms both in central and regional agencies. In line with the Road Map of the Ministry of Industry of the Republic of Indonesia, Chemical Analyst High School Padang consistently maximizes services by prioritizing the interests of the community. To make it happen there must be a change in character, one of the effort of Chemical Analyst High School Padang in maximizing public services through by smiling and greetings. This culture was carried out at Padang Chemical Analyst Vocational School did not appear itself, but is pursued through a controlled process involving by all human resources in this system. Chemical Analyst High School Padang is a place to promote cultural values that are not only limited to scientific values but all possible values of life that can be becoming righteous human and cultured people. As one of the government agencies with the title of the Integrity Zone towards a Clean and Serving Bureaucratic Area and a Corruption-Free Area is closely related to optimal and maximum service, the success of service can be measured through the satisfaction felt by the community.

Keywords: Bureaucratic Reform, Smiling and Greetings Culture, Public Service

1. Introduction

At the moment, the Indonesian government is working hard to reform the bureaucracy at both the national and regional levels. The bureaucracy is now undergoing a transformation that can not longer be described as cumbersome and time-consuming. A few years ago, most of Indonesia's bureaucracy was nearly utterly chaotic and difficult to navigate when it came to providing public services. The bureaucracy, according to Gould, is a terrifying creature with ever-expanding arrest tools while also being the most corrupt and destructive institution in society [4]. The problems such as bourgeois mindset bureaucrats who are unwilling to serve, the *Collusion, Corruption and Nepotism* methods that are regarded normal, insufficient service facilities, and difficulties acquiring permissions are all regular occurrences that paint an unfavorable picture of Indonesia's bureaucratic reform at the time.

Bureaucracy is intimately linked to the government's reflection, which is the human resource that drives the wheels of government at the time, ranging from ordinary employees to high-ranking officials. According to Michan in Harliandja Denny, bureaucracy is a group of persons that carry out their responsibilities in accordance with state regulations and procedures that protect its citizens and are determined based on the position's provisions [1].

The ugliness of bureaucracy in general was invariably reflected in the education bureaucracy in the past. Bureaucratic greed affects the education bureaucracy, which is inextricably linked to the government bureaucracy in general. It is more harmful to have such educational bureaucracy than it is to build education. The existence of education offices at all levels, from the district to the national level, weakens rather than helps to promote education [6].

So that the ideal of bureaucratic reform becomes a reality, good bureaucratic administration should begin with a culture

of selfless service. The realization of a trustworthy government or the accomplishment of good governance is the vision of bureaucratic reform [7]. It is past time for the public service apparatus to improve in order to deliver comprehensive services to the community, as seen by the apparatus' commitment in serving. The customer's contentment can be used to gauge the success of a service. It will need a shift in character, a shift in mentality, and a reorganization of productive and efficient work habits to make it happen [11].

In order to prevent and eradicate corruption, the President of the Republic of Indonesia has instructed Ministers, Heads of State Institutions, and Heads of Regions to take the necessary steps in accordance with their respective duties, functions, and authorities in the context of preventing and eradicating corruption (via Presidential Instruction No. 17 of 2011).

As a result of the community's strong demands for a transparent bureaucracy, accountability, and a lack of corruption and nepotism (KKN) at this time, bureaucratic reform has become something that must be done and cannot be negotiated by government agencies, including the Vocational School. The first step toward structuring a good, effective, and efficient government administration system that can serve the community promptly, accurately, and professionally is to reform the bureaucracy. Since the issuance of Presidential Regulation Number 81 of 2010 concerning the Grand Design of Bureaucratic Reform, which governs the implementation of the program for bureaucratic reform as defined at the outset, this notion has existed. The rule aims to accomplish three key outcomes: improved organizational capacity and accountability, a clean and corruption-free government, and better public services.

The education bureaucracy under the Ministry of Industry, on the other hand, is a different story. Chemical Analyst High School Padang is one of the Ministry of Industry's technical implementing entities in the sphere of formal vocational education, reporting to the Head of the Industrial Human Resources Development Agency. The Ministry of Administrative Reform and Bureaucratic Reform awarded Chemical Analyst High School Padang the 2018 Integrity Zone commendation with the designation of Corruption Free Area in 2018.

The optimal service is linked to bureaucracy with the predicate of Integrity Zone. Chemical Analyst High School Padang has attempted to stop gratification campaigns against students, parents, and other stakeholders as a form of the Integrity Zone; then seeks to develop innovations in the field of patents resulting from Integrated Analysis innovations; is consistent in writing research journals with ISSN, conducting student and teacher exchanges; and implements *Adiwiyata Schools* and Eco-Green Schools as a form of the Integrity Zone: implement the Dual System curriculum in school, as well as the smiling and greetings culture in public services.

The bureaucracy and public services are two things that cannot be separated with the passage of time. The implementation of community-focused public service can be successful if service activities are planned and executed from

the start in order to meet service objectives. One of Chemical Analyst High School Padang initiatives to improve public services to give influence this good habit in the community. All school members, including students, instructors, education professionals, and all personnel, are needed to get familiar with the implementation of a smile and greetings culture. It is intended that through becoming accustomed to applying smiling and greetings culture in the school environment, all inhabitants of Chemical Analyst High School Padang, as well as guests and visitors, will be more comfortable.

Chemical Analyst High School Padang, as one of the agencies awarded the designation of Integrity Zone, continually maximizes services by prioritizing community needs, enabling community affairs, decreasing the time it takes to implement community affairs, and delivering community satisfaction. If satisfactory service quality is able to satisfy the person or group of people served, then the actor in this case, the officer, must be able to meet four main requirements, including spontaneous behavior, knowing how to convey something related to what the person in question should receive, knowing when to deliver, and being courteous [5].

The smiling and greetings culture that has been implemented at Chemical Analyst High School Padang is not something that happens by accident; it is the result of a systematic process that involves all human resources in a set of systems, tools, and other supporting strategies. The 5S culture is the foundation for transforming old ways of working into new ways of working that are focused on addressing community needs and delivering service satisfaction, specifically in accordance with customer expectations for speedy, friendly, fair, and communicative service.

2. Method

The qualitative-explanatory method was utilized in this investigation. Data was collected utilizing interview techniques, documentation, literature research, and direct observations related to increasing service quality in the context of bureaucratic reform at Chemical Analyst High School Padang to gather the correct sources and according to the objectives.

3. Result and Discussion

3.1. Result

The outcomes of data analysis derived from the study's results will be given in the research results, which will be written descriptively in the narrative form. The findings of this study will be used to help Chemical Analyst High School Padang implement smiling and greetings culture as a method of bureaucratic reform in order to improve public services.

The outcomes of data analysis derived from the study's results will be given in the research results, which will be

written descriptively in the form of a narrative. The findings of this study will be used to help Chemical Analyst High School Padang implement smiling and greetings culture as a method of bureaucratic reform in order to improve public services.

Chemical Analyst High School Padang, one of the vertical agencies of the Ministry of Industry that reports to the Head of the Industrial Human Resources Development Agency, has participated in the implementation of bureaucratic reform in accordance with the Road Map of the Ministry of Industry of the Republic of Indonesia. Chemical Analyst High School Padang has demonstrated its commitment to accelerate the implementation of bureaucratic reform by implementing many programs, including:

3.1.1. Gratification Control

The goal of implementing the Integrity Zone at Chemical Analyst High School Padang is to strengthen corruption prevention, specifically through the restriction of gratuities. Gratification has a broad definition that encompasses the exchange of money, goods, and other benefits. "Every gratification to a government worker or state administrator is regarded a bribe if it is related to his position and is opposed to his obligations or duties," according to Article 12B paragraph (1) of Law No. 31/1999 in conjunction with Law No. 20/2001.

Giving appreciation for the services offered by the Officer, whether in the form of commodities or money, is one of the existing customs and has been considered a natural thing in the society. This is a negative habit that leads to and has the potential to lead to future acts of corruption. In preparation for this, Chemical Analyst High School Padang has three options for preventing the temptation of gratification: (1) providing gratification education to all employees and students in the Chemical Analyst High School Padang environment; (2) increasing employee, student, parent, and public awareness of the need to report gratuities. On the Chemical Analyst High School Padang official webpage <https://www.smk-smakpa.sch.id/index.php/gratifikasi/fgratifikasi>. (3) Minimizing the psychology of gratuity complainants. Chemical Analyst High School Padang will continue to seek to restrict gratification as a form of the Integrity Zone (ZI) towards a Corruption Free Area (WBK) and a Clean Serving Bureaucratic Area (WBBM). Employees at Chemical Analyst High School Padang are usually hesitant to report gratuities because they are afraid of penalties. As a result, Chemical Analyst High School Padang has pledged to keep the identities of the unpaid whistleblowers a secret.

3.1.2. One Stop Integrated Service JARVIS

Jarvis is the name given to all new student admissions in the Ministry of Industry's educational institutes. Jarvis is the Industrial Vocational Admission Path, which can be completed online at www.jarvis.kemenperin.go.id. The Jarvis initiative was created to make it easier for prospective students to register at schools across Indonesia through the Ministry of Industry's central registration system (one-stop integrated service).



Figure 1. Gratification Report Form.



Figure 2. JARVIS Website.

3.1.3. Public Service Innovation

All personnel in the Chemical Analyst High School Padang environment are always working to internalize the values of bureaucratic reform. This is accomplished by the implementation of several types of innovations, one of which is innovation in public services. Public Service Innovation, as defined by the PANRB Ministerial Regulation Number 30 of 2014, is a breakthrough in the type of public service, whether it is an original creative idea/idea and/or adaptation or modification that benefits the community directly or indirectly.



Figure 3. Public Service Innovation Presentation to the West Sumatra Provincial Government.

Padang Vocational Schools are always looking for new ways to improve. This was demonstrated in the Public Service Innovation Competition (SINOVIK) 2021, where Chemical Analyst High School Padang were chosen as the top 4 (four), and even the Governor of West Sumatra recommended that the Chemical Analyst High School collaborate with the West Sumatra Animal Husbandry and Animal Health Service to use

blood raw materials [3].

The West Sumatra Provincial Government, which was committed to make the invention a kind of public service that had a good impact on the environment, responded positively to Chemical Analyst High School Padang's public service innovation. This innovation will also serve as the benchmark for the Sinovik competition in 2021.



Figure 4. Public Service Innovation of Chemical Analyst High School Padang in Collaboration with the West Sumatra Provincial Government.

3.1.4. Improving the Quality of Public Services at Chemical Analyst High School Padang

In carrying out its duties, the public service apparatus displays or shows a public service mindset. The nature of public services, according to Ministry of Administrative and Bureaucratic Reform of the Republic of Indonesia Decree No. 63 of 2004, is the provision of good service to the community, which is the embodiment of government employees' duty as public servants.

The development of the Integrity Zone is inextricably linked to the improvement of public service quality. Chemical Analyst High School Padang's commitment to the Corruption Free Area and Clean Bureaucratic Area Serve as a part of Integrity Zone has been well-executed, as evidenced by change management, the formation of an Integrity Zone Development Team, and the implementation of activities related to the Integrity Zone's development objectives.

The Integrity Zone is linked to giving optimal and maximum service, and one of the efforts made by Chemical Analyst High School Padang is to provide constant training on how to serve the community or consumers according to standards. The Declaration and the Public Service Motto developed the Standard Service Procedure (SOP) used in the Chemical Analyst High School Padang environment. *"Hereby, we proclaim that we are capable of providing services in accordance with the service standards that have been established, and if we fail to uphold this promise, we are willing to suffer sanctions in line with the laws and regulations,"* says the Public Service Declaration. While the motto of the Public Service in Chemical Analyst High School is *"Serving with Honor."*

Through the Chemical Analyst High School Padang website in www.smk-smakpa.sch.id, Chemical Analyst High School Padang has also constructed and developed a public information service system whose information content has been developed in accordance with the KIP Law's mission. The website contains the following categories of information: information that must be provided and announced on a regular

basis, information that must be provided and announced on a regular basis, and information that must be provided and announced on a regular basis. Chemical Analyst High School Padang's Profile, Programs or Activities, Information about Chemical Analyst High School Padang's New Student Admissions, Regulations, Decisions, and/ or Policies (Impacts for Public), Information on job opportunities for students and alumni of Chemical Analyst High School Padang. Chemical Analyst High School Padang's Budget Work Plan, Financial Reports, SOPs or Work Procedures, and Activation.

3.2. Discussion

Researchers reported that the implementation of strengthening public services at Chemical Analyst High School Padang in the Corruption Free Area and Clean Bureaucratic Area Serve as a part of Integrity Zone program series was very good, based on field observations. Chemical Analyst High School Padang Vocational School is a location where people may talk about cultural values, which aren't just restricted to scientific principles, but include all living values that help people become more virtuous and cultured. Because school culture plays a role in increasing school quality, schools must first learn about their culture before making modifications [8].

Chemical Analyst High School Padang has long implemented bureaucratic reform, which is one of the agency's efforts to realize the President's Nawacita at the time, namely Making the Government Always Present by Building Clean, Effective, Democratic, and Reliable Governance, while Cultivating Smiles and Greetings, which is a manifestation of the eighth point of *Nawacita*, namely Revolutionizing the nation's character.

Implementing a smile and welcome culture is a kind of social engagement between all Chemical Analyst High School Padang workers with students, as well as with guests and the community in academic and non-academic events. The grin and greeting culture has produced a comfortable, safe, conducive, and enjoyable work environment in which to train disciplined people to provide community services Chemical Analyst High School Padang is a work unit that has completed the majority of the Change Management, Management, HR Management System, Strengthening Supervision, Performance Accountability, and Public Service Quality programs. As a result, Chemical Analyst High School Padang will continue to provide services that are quick, precise, friendly, transparent, and equitable, ensuring that students and the community are satisfied.

3.2.1. Service with a Smile and Greetings

Serving with a Smile is the public service motto for Chemical Analyst High School Padang, so all personnel must have a courteous demeanor when interacting with customers or the general public. This friendly and polite attitude is reflected in the services provided, such as greeting visitors (greetings), dialoguing with them and asking questions about their interests and needs when they visit, and caring for the community's aspirations, which can be used as a guide in the

formulation and implementation of services, because community aspirations are inputs, suggestions, opinions, and ideas that can be used as evaluation materials to improve excellence.

3.2.2. Fast Respond Service

At this day, the old bureaucracy, which is usually complex and inefficient, is regarded ineffective. The service concept of Chemical Analyst High School Padang has greatly improved as a result of the bureaucratic reform. The service concept is also evaluated through offering community-oriented services in a timely and precise manner. The speed of Chemical Analyst High School Padang staff may be evident in how they respond to customers and the community, notably by offering immediate service and not hesitating.

3.2.3. Transparent Service

The Corruption Free Area and Clean Bureaucratic Area Serve as a part of Integrity Zone promise of Chemical Analyst High School Padang is fulfilled by giving maximum service to visitors or the general public, particularly transparency without administrative fees and a refusal to accept donations in any manner. At Chemical Analyst High School Padang, all components of service delivery, such as student registration requirements, school fee details, service methods, reporting methods, and service users, are freely disclosed so that they are easily accessible and understood by the general public.



Figure 5. Fast Respond Service.

The authors discovered that the bureaucratic reform that is being and has been implemented at Chemical Analyst High School Padang in the framework of the Corruption Free Area and Clean Bureaucratic Area Serve as a part of Integrity Zone commitment has been extremely good based on their findings in the field. However, the authors still require additional outside sources to support their previous findings, namely that the success of Chemical Analyst High School Padang in obtaining the predicate of the Clean Serving Bureaucratic Area (WBBM) in the Ministry of Industry's work environment cannot be separated from a leader's role, firmness, and initiative. The leader's involvement in rebuilding the Work Culture at Chemical Analyst High School Padang is a good place to start for public service reforms. Because public services are at the forefront of providing services to the community, the leader's assertiveness is required to improve the quality of public services at Chemical Analyst High School Padang. As a result, Chemical Analyst High School

Padang enhances its facilities in order to better serve the community. Friendly police who are constantly on standby throughout working hours, queue counters, online, pleasant waiting rooms, weekend services, and 24-hour complaint services that can be accessed online are among the public service facilities.

4. Conclusion

At Chemical Analyst High School Padang, the implementation of bureaucratic reform is going swimmingly. The 5S Culture and the use of technology are widely used in public services, as evidenced by the fact that the bureaucratic process at Chemical Analyst High School Padang is becoming faster and more concise. Employees, on the other hand, have followed the processes in implementing the Public Service SOP. It is also supported by every employee's resolve to play an active role in realizing a Corruption Free Area (WBK) or Clean and Serving Bureaucratic Area (WBBM) in the Chemical Analyst High School Padang environment by signing an Integrity Pact. Employees at Chemical Analyst High School Padang also participated in a bureaucratic reform movement, primarily through implementing various types of innovations as a means of providing the best possible service to the community.

References

- [1] Hariandja, Denny, B. C. (1999). *Birokrasi Nan Pongah, Belajar dari Kegagalan Orde Baru*. Jakarta: Kanisius.
- [2] Indonesia Republic Radio. (2021). Pupuk Organik Cari SMK SMAK Padang Masuk Nominasi Inovasi Kemenperin. Accessed in website https://rri.co.id/padang/1228-pendidikan/997113/pupuk-organik-cair-smk-smak-padang-masuk-nominasi-inovasi-kemenperinri?utm_source=terbaru_widget&utm_medium=internal_link&utm_campaign=General%20Campaign.
- [3] Jawapos Newspaper. (2021). Gubernur Sumbar Dukung Pengembangan Pupuk Darah Sapi SMAK Padang. Accessed in website <https://padek.jawapos.com/gubernur-sumbar-dukung-pengembangan-pupuk-darah-sapi-smak-padang/>.
- [4] Lubis, Mochtar dan Scoot, J. C. (1987). *Mafia dan Korupsi Birokrasi*. Jakarta: Yayasan Obor Indonesia.
- [5] Moenir, H. A. S. (2001). *Manajemen Pelayanan Umum di Indonesia*. Jakarta: Bumi Aksara.
- [6] Rohman, Arif. (2012). *Kebijakan Pendidikan: Analisis Dinamika Formulasi dan Implementasi*. Yogyakarta: Aswaja Pressindo.
- [7] Sedarmayanti. (2009). *Reformasi Administrasi Publik, Reformasi Birokrasi, dan Kepemimpinan Masa Depan: Mewujudkan Pelayanan Prima dan Pemerintahan yang Baik*. Bandung: Refika Aditama.
- [8] Sofyan, Herminarto. (2005). *Pengembangan Kultur Sekolah*. Yogyakarta: Program Pascasarjana Universitas Negeri Yogyakarta.

- [9] The Decision of Ministry of Administrative and Bureaucratic Reform of the Republic of Indonesia No. 63/2004 about General Guidelines for the Implementation of Public Services. https://www.kominfo.go.id/content/detail/8228/reformasi-birokrasi-pelayanan-terbaik-untuk-republik/0/kerja_nyata.
- [10] The Ministry of Administrative and Bureaucratic Reform of the Republic of Indonesia. (2020). Penghargaan bagi Unit Kerja Peraih WBK WBBM. Accessed in website <https://www.menpan.go.id/site/berita-terkini/menteri-tjahjo-akan-berikan-penghargaan-bagi-unit-kerja-peraih-wbk-wbbm>.
- [11] The Ministry of Communication and Informatics of Indonesia Republic. (2016). Joko Widodo, Reformasi Birokrasi, Pelayanan Terbaik Untuk Republik. Accessed in website
- [12] The Regulation of The Ministry of Administrative and Bureaucratic Reform of the Republic of Indonesia No. 30/2014 about Public Service Innovation.
- [13] The President Regulation No. 81/2010 about Bureaucratic Reform Grand Design.
- [14] Law of the Republic of Indonesia Number 20 of 2001 concerning Amendments to Law Number 31 of 1999 concerning Eradication of Criminal Acts of Corruption.