

# Strategic Management of the Integrity Zone in Realizing Public Services at the Regident Unit of the Bulukumba Police Traffic Unit

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## Abstract

Open administrations organized by the government incorporate community administrations and regulatory administrations. Within the period of globalization, with conditions of strongly competition and full of challenges, government officials are required to supply the most excellent conceivable benefit to the community and audit wants of the community. Based on the Control of the Serve of State Device Strengthening and Bureaucratic Change Number 52 of 2014 concerning Rules for the Advancement of Astuteness Zones Towards a Corruption-Free Region and a Clean and Serving Bureaucratic Region inside government organizations. At that point the Activity Unit Activity Unit Keenness Agreement was marked, taken after by the at that point Kbo, the Regident Head, the Dikyasa Head and all Activity Individuals, driven specifically by the Bulukumba Police Activity Head. This sort of investigate is subjective with a graphic approach. The sources in this think about were six (7) individuals comprising of NCO Unit SIM, NCO Unit BPKB, NCO Unit STNK, NCO for files and archives and the community. The comes about of investigate related to Key Administration of the Judgment Zone at the Regident Unit of the Bulukumba Police Activity Unit utilize three markers, to be specific: to begin with, the detailing of a methodology where in executing the astuteness zone there are a few lines that are reinforced by the device beginning from expanding human asset capacity, setting designs and benefit benchmarks and moving forward offices. and foundation. Moment, the execution of a procedure where each service officer gives data transparently to the open with respect to the vehicle organization benefit component and the usage of benefit advancements employing a mechanical approach. Third, procedure assessment centers on looking at the community fulfillment list in getting administrations so that it gets to be a inspiration for the device and input on perspectives that must be moved forward in carrying out vehicle organization administrations.

**Keywords:** *Strategy, Integrity Zones, and Public Services.*



## A. INTRODUCTION

Technique is basically arranging and administration to realize a objective. Be that as it may, to realize this objective, the technique does not work as a street outline that as it were appears bearings, but must be able to appear strategies and operations (Strachan, 2019). Subsequently, the organizational procedure carried out by a pioneer is an vital matter for taking care of problems, where the dealing with of these issues is carried out to attain positive objectives to be accomplished by an organization (Morgan, 2019).

Individuals continuously request quality open administrations from the bureaucracy, indeed in spite of the fact that these requests are not as anticipated since observationally open administrations are still characterized: costly, moderate, convoluted, and tiring. Bureaucratic change is one of the steps to organizing a great,

compelling and proficient government organization framework so that it can serve the community rapidly, precisely, and professionally (Akhtari, 2022). To suit this, Presidential Control No. 81 of 2010 concerning the Terrific Plan of Bureaucratic Change 2010-2025 with three fundamental targets, specifically expanding organizational capacity and responsibility, a clean and free government of Debasement, Conniving and Favouritism (KKN), and progressing open administrations (Yusriadi, 2018).

Based on the Direction of the Serve of State Device Strengthening and Bureaucratic Change Number 52 of 2014 concerning Rules for the Improvement of Keeness Zones Towards a Corruption-Free Range and a Clean and Serving Bureaucratic Range inside government offices. At that point the Activity Unit Activity Unit Judgment Settlement was marked, taken after by the at that point Kbo, the Regident Head, the Dikyasa Head and all Activity Individuals, driven straightforwardly by the Bulukumba Police Activity Head.

The Enlistment and Recognizable proof Unit, which is shortened as the Regident Unit, is the actualizing component of the most errand beneath the Head of Assessment Benefit, which is in charge of serving the organization of enlistment and recognizable proof of motorized vehicles and drivers. Because it is known that the number of vehicles circulating in huge cities from year to year is expanding. This influences activity security, which can lead to activity infringement that can lead to activity mishaps.

In line with the execution of Bureaucratic Change and the affirmation of the improvement of an Judgment Zone (ZI) towards a Debasement Free Zone (WBK) and a Clean and Serving Bureaucratic Zone (WBBM), the Bulukumba Police Regident Unit is committed to persistently making persistent changes in arrange to make strides the quality of the administrations we offer. .

The author's beginning perception information on the benefit instrument at the Office at the Bulukumba Police Regident Unit Office has been computerized but does not cover allwork frameworks, with the expanding possession of motorized vehicles and other related problems, an coordinates data framework is required to move forward benefit instruments to the community or citizens interested.

Endeavors to make strides the quality of administrations at the Bulukumba Police Regident Unit Office must be carried out together, coordinates, modified, coordinated, and reliable by paying consideration to the wants and desires of the community, so that the administrations given to the community can be given fittingly, rapidly, cheaply, straightforwardly, basically and productively. simple to actualize and non-discriminatory.

Key administration may be a collection of administrative choices and long-term decision-making activities inside the company. This incorporates natural examination (outside and inner environment), procedure detailing, technique usage, and assessment and control (Bogers, 2019).

In an organizational or corporate environment, procedure encompasses a exceptionally critical part for the accomplishment of objectives, since the

methodology gives course for activity, and the way in which activities will be taken in arrange to realize the objectives to be accomplished. According to (Grant, 1996) procedure has 3 vital parts in satisfying administration targets, to be specific:

1. Strategy as a back for choice making and an component for victory. Technique could be a topic that gives choices taken by people or organizations.
2. Strategy as a means of coordination and communication to supply a common heading for the company.
3. Strategy as a target that combines mission and vision to decide where the company is within the future. Objective setting isn't as it were done to supply heading for methodology definition but too to shape goals for the company so that technique can be said as the company's target.

In pith, the advantage of procedure setting is to clarify a arrange by recognizing more specific effective ways and realizing exercises within the setting of setting objectives or targets that have been set so that they can be utilized as guidelines and headings in executing exercises in different areas to realize objectives and targets and advancement needs in a specific area. fields agreeing to capacities that have concrete and clear.

Based on the book, there's a chart appearing the administration prepare, it can be concluded that the key administration handle in common can be partitioned into 3 primary steps, to be specific (Riva'i, 2004): a) Formulating technique; b) Implementing procedure; c) Evaluation (assessing).

The methodology itself is ordinarily created to address key issues, where the methodology depicts the organization's reaction to key approach choices. Methodology in common will fall flat, when the organization does not have consistency between what is said, what is done and what is done.

Open benefit is an action carried out by a individual or gather of individuals on the premise of fabric components through certain frameworks, methods and strategies in an exertion to fulfill the interface of others in agreement with their rights. The reason of open administrations is to get ready those open administrations that are wanted or required by the open, and how to legitimately state to the open around their choices and how to get to them which are arranged and given by the government (Angliawati, 2016).

The usage of administrations by the government to the community includes both parties to coordinate with each other. The community is anticipated to take part in endeavors to make strides benefit quality, to be specific by complying with the rules with mindfulness and regard for open chairmen who give administrations. A government organization feels esteemed and will work with full duty in giving administrations to meet wants of the community (Maryam, 2016).

Fundamentally, open administrations are carried out in an coordinates arrangement of exercises that are basic, open, smooth, exact, total, sensible, and reasonable. Hence, at slightest it contains the taking after standards (Wicaksono, 2019):

1. The rights and commitments, both for suppliers and recipients of these open administrations, must be clear and well known by each party, so that there's no question in their execution.
2. The course of action of each frame of open benefit must be balanced to the conditions of the community's needs and capacity to pay, based on the arrangements of the pertinent enactment, whereas following to its effectiveness and adequacy.
3. The quality of the yield handle and the comes about of these open administrations must be strived for in arrange to supply certainty of security, consolation, smoothness and legitimate certainty that can be accounted for.
4. If open services provided by Government or Government Offices or Educate are constrained to be costly, the pertinent Government or Government Organizations or Teach are obliged to supply openings for the open to take an interest in organizing them, in agreement with the pertinent laws and controls.

Open administrations must be upheld by directions issued by the government. The direction at that point gets to be a kind of direction for the arrangement of open administrations. Hence, the presence of Law No. 25 of 2009 concerning open services could be a breath of new discuss within the exertion to supply great open administrations. This law commands that open administrations are exercises or arrangement of exercises within the setting of satisfying benefit needs in understanding with the laws and controls for each citizen and inhabitant of products, administrations and/or authoritative administrations given by open benefit suppliers. Community fulfillment with administrations given by open benefitsuppliers.

The Keeness Zone, hereinafter truncated as ZI, could be a predicate which is at that point given to the Satker whose pioneers and staff are committed to realizing WBK and WBBM through bureaucratic change, particularly in terms of avoiding debasement and making strides the quality of open administrations (Wilujeng & Pramudyastuti, 2020).

The victory of the Keeness Zone advancement is measured by surveying the usage of the parameters of the lever component and the result component. The Use Component is doled out a weight of 60% and the Result Component is relegated a weight of 40%. The weight of 60% of the Use Components is gotten from the whole weight of each Use Component, specifically (Tarigan, 2018): Alter Administration: 5%, Administration Course of action: 5%, HR Administration Course of action: 15%, Reinforcing Execution Responsibility: 10%, Fortifying Supervision: 15%, Open Benefit Quality Enhancement: 10%.

The weight of 40% of the Abdicate Components is gotten from the entirety of the weights of each Abdicate Component, specifically:

1. The realization of a clean and corruption-free government as measured by the estimation of the seen esteem of debasement (outside study) and the rate of completion of follow-up examination comes about (TLHP): 20%.

2. The realization of Open Benefit Quality Change as measured by the seen esteem of benefit quality (outside study): 20%

## **B. METHODS**

Judging from the sort of information, the inquire about approach utilized in this think about may be a subjective approach with a expressive investigate approach. The witnesses within the think about were six (7) individuals comprising of the work structure of the Bulukumba Police Regident unit and the benefit beneficiary community. Where information collection strategies through perception, interviews and documentation

## **C. RESULT AND DISCUSSION**

Bulukumba Rule is one of the regencies within the southern portion of South Sulawesi which is roughly 153 Km from the capital city of South Sulawesi. Territorially, Bulukumba Rule is partitioned into 10 sub-districts, 24 sub-districts, and 123 towns. Bulukumba Rule is in a four-dimensional condition, to be specific within the good countries at the foot of Mount Bawakaraeng and -Lompobattang, swamps, shorelines and the tall oceans. Marsh regions with an height between to 25 meters over ocean level incorporate seven coastal areas, to be specific Gantarang Area, Ujungbulu Area, Ujung Loe Locale, Bontobahari Area, Bontotiro Locale, Kajang Area and Herlang Locale.

The Enlistment and Distinguishing proof Unit, which is shortened as the Regident Unit, is the implementing component of the most assignment beneath the Head of Assessment Benefit, which is in charge of serving the organization of enlistment and recognizable proof of motorized vehicles and drivers.

In carrying out the obligations as specified over, the inhabitant unit carries out the taking after capacities:

1. Carry out endeavors to cultivate control and supervision of authoritative administrations for enrollment and distinguishing proof of motorized vehicles and drivers.
2. Implement the execution of the SIM issuance benefit (Driving Permit).
3. Checking vehicle reports for modern enlistment, active and approaching changes.
4. Carrying out benefit exercises for issuing BPKB, STNK and TNKB for vehicles that have gone through the report review prepare.
5. Carry out re-checking to the put of beginning of the enlisted vehicle against vehicles that carry out passage changes as a shape of security framework.
6. Cooperate with important offices (Dispenda and Jasa Raharja) within the handle of paying vehicle charges and protections as well as the Criminal Investigation Unit within the case of robbery, with the Activity Mishap Unit within the case of activity mischances / hit-and-run cases.
7. Make a report on the comes about of the execution of enrollment and distinguishing proof of vehicles and drivers.

The Regident Unit is driven by the Regident Kanit and in carrying out its obligations is dependable to the Activity Unit beneath the control of the Container Ops Kaur.

The improvement of this keenness zone is anticipated to move forward the execution, straightforwardness, responsibility of execution and open administrations of an organization/government organization so that the targets of the organization/government organization can be accomplished through the usage of successful and effective exercises and great benefit quality to the community. In this manner, each government organization/agencies are energized to actualize the advancement of keenness zones towards the realization of a Debasement Free Zone (WBK) and a Clean and Serving Bureaucratic Area (WBBM).

The Enlistment and Recognizable proof Unit, which is shortened as the Regident Unit, is the actualizing component of the most errand beneath the Head of Assessment Benefit, which is in charge of serving the administration of enrollment and distinguishing proof of motorized vehicles and drivers. The Bulukumba Police Activity Unit which acts as a open official must be able to form a open arrangement in giving administrations to the community. With the issue of the tall number of existing activity mishaps and the tall casualty rate of each mischance that happens, Satlantas must take a arrangement in carrying out its obligations, capacities and parts in giving administrations to the community as a representation or expansion of the government to overcome these existing issues. .

In carrying out vehicle organization benefit exercises to the community, the Bulukumba inhabitant unit continuously gives great benefit and is free of blackmail to the community. This is often in line with the implementation of the judgment zone that applies within the Bulukumba inhabitant unit office. For this reason, as an institution beneath the sponsorship of the police, some strategic management is carried out by the inhabitant unit within the advancement of the astuteness zone. Through this inquire about utilizing an pointer approach to procedure definition, execution and assessment, the creator will depict the shape of procedure as takes after:

#### 1. Strategy Formulation

Technique detailing can be carried out by an institution so that it can create and be economical. Procedure appears the common course to be taken by an organization to realize its objectives. The most reason of methodology making (which incorporates different key choices) is so that the company can bargain with natural changes within the long term. A few of the issues confronted incorporate: showcasing, capital and financing, development and utilize of data innovation, utilize of crude materials, generation gear, retention and strengthening of specialists, trade improvement plans, and preparation to confront outside natural challenges.

The Bulukumba Police Inhabitant Unit in defining the program as a reference within the improvement of the judgment zone continuously pays attention to the quality of benefit to the community. The planning of benchmarks and benefit designs is additionally carried out to supply comfort for the community in

overseeing the authoritative needs of vehicle completeness. In planning the design of benefit for the inhabitant unit, a few community leaders are moreover included as a frame of exhortation with respect to the benefit design that will be connected.

Methodology is basically arranging and administration to realize a objective. In any case, to realize this objective, the methodology does not function as a street outline that as it were appears bearings, but must be able to show tactics and operations. The victory of an organization is decided by the capacity of the organization's pioneers to decide the proper methodology when running the organization and taking advantage of the environment, by choosing the proper organization of inside assets. The assurance of the technique set by the pioneer of an organization is based on the key considering they have and their learning encounters in a always changing natural circumstance. The method carried out by the strategist is utilized as formal key considering to direct in making administration choices. Such a design of considering is created in vital administration.

The status of the device is an critical point for the inhabitant unit of the Bulukumba Police in giving moved forward administrations for the community through the development of an judgment zone. Where natural examination is exceptionally vital since the device on obligation is the key to victory in making benefit exercises that are situated to community fulfillment.

Essentially each human being needs benefit, indeed benefit gets to be something that cannot be isolated and cleared out behind in social life. Each time the community always demands quality administrations from government authorities who give administrations. Benefit exercises incredibly influence the accomplishment of quality and the smooth running of exercises in society. The administrations given not as it were give help to client needs, but too give great benefit to clients. Accepting palatable benefit from government authorities could be a right that each community has.

The organization of motorized vehicles is exceptionally critical to be carried out by the community as a shape of taking after the appropriate controls. In getting administrations from the Bulukumba inhabitant unit, the community evaluates that it is given with ease through the presence of an data board and clarification of officers with respect to all vital regulatory completeness in understanding with appropriate controls.

Based on the comes about of the author's perceptions within the field through the indicators of methodology definition in the Key Administration exercises of the Keeness Zone at the Regident Unit of the Activity Unit of the Bulukumba Police, it can be concluded that there are a few critical focuses made in compiling a program beginning from setting guidelines and benefit designs, continuously making benefit advancements. , and endeavors to move forward the capacity of the device through education and preparing, total the specified offices and infrastructure where the complete detailing handle moreover includes a few partners who can give input on procedure definition in this case non-governmental organizations, writers, devout

leaders, youth pioneers. Through the input given, it gets to be the premise for the Bulukumba inhabitant unit device in planning the program to be actualized.

## 2. Strategy Implementation

Technique execution is the overall number of exercises and choices required to carry out key arranging. Vital usage is the method by which a few procedures and approaches are turned into activity through the advancement of programs, budgets and methods. In spite of the fact that usage is more often than not as it were considered after the technique is defined, usage is the key to the victory of key administration. Methodology definition and methodology usage ought to be seen as two sides of a coin.

The execution of benefit program exercises to the community in understanding with the concept of building an integrity zone at the Bulukumba Police Inhabitant unit centers on the method of open data divulgence. Ease for the open in getting data is the target to be accomplished in executing administrations in understanding with the concept of creating an astuteness zone.

The talk on public administrations from a arrangement carried out by the government is seen as how to realize a objective so as to deliver valuable values for arrangement beneficiaries in a open approach, the foremost imperative thing is to realize a reasonable esteem, impartial rights, and open to the open. the significance of data that must be known by the open, hence, the method of arrangement destinations will be accomplished on the off chance that without genuine execution, hence, usage is exceptionally critical since it could be a objective in approach execution.

One of the methodologies carried out by the Bulukumba Police Inhabitant unit is to make strides administrations by improving through a mechanical approach. The accessibility of a few applications that have been issued by the National Police makes it simple for the open to oversee their vehicle records. This requires the device to continuously carry out socialization to the community so that it can spare time and costs in overseeing vehicle organization administrations.

The essence of open benefit is the arrangement of amazing benefit to the community, so that benefit may be a sign of the commitments of government authorities as open workers. Open administrations are held to fulfill the requirements of benefit beneficiaries in understanding with pertinent controls. The availability of great and quick government administrations, reasonableness of administrations in terms of taken a toll, quality, benefit benefits, benefit certainty and benefit uniformity are the will of the community towards shared success. Open data that must be given incorporates, among others, those relating to the standards and objectives within the organization of open administrations, as commanded in Law Number 14 of 2008, concerning the divulgence of open data.

Individuals who get administrations at the Bulukumba Police Resident unit see the benefit design given by the officers is exceptionally great and can meet the wants of the community. Particularly within the perspective of data revelation to the open related to the stream of administrations required by the community. In

expansion, the inviting state of mind and room offices give consolation for individuals who carry out vehicle organization.

Based on the comes about of field perceptions related to the usage of procedures within the Vital Administration exercises of the Judgment Zone at the Resident Unit of the Activity Unit of the Bulukumba Police, it can be seen that it is in accordance with the concept of creating an judgment zone where open data revelation is an marker within the usage of administrations. In expansion, supporting offices and framework too donate a comfortable impression to the community in getting administrations. The community is required to continuously take part in detailing in the event that there are device in charge of carrying out blackmail exercises or signs of KKN. Public benefit advancement is additionally carried out through the approach of electronic media in making it less demanding for the open to get administrations anyplace so as to diminish the fetched and time burden of the community to get the desired vehicle organization administrations.

### 3. Strategy Evaluation

Assessment may be a prepare to gather, analyze and decipher data to decide the level of accomplishment of benefit objectives by the open. A great assessment framework will be able to supply an diagram of service quality so that in turn it'll be able to assist the device arrange distant better; a much better; a higher; a stronger; an improved" >an improved benefit technique. For the community itself, a good evaluation framework will be able to supply inspiration to continuously comply with commitments as citizens.

The benefit design that has not been effective has ended up one of the discussion agendas that's continuously the subject of think about for the Bulukumba Police Inhabitant Unit device for assessment. Service standards continuously lead to social changes that happen within the community. Usually to move forward community compliance within the setting of activity and fulfill commitments as a community.

Open benefit is an action or arrangement of activities within the setting of satisfying benefit needs in agreement with laws and controls for each citizen and inhabitant of goods, services, and/or authoritative administrations given by open benefit providers. Measuring and progressing execution will have an impact on expanding the quality of open administrations, at that point each office decides the Community Fulfillment List to form a degree of the victory of an office from the vital objectives and targets of the government organization concerned. In expansion, IKM could be a reference and benchmark that has been set within the legislation.

Measuring open believe and open fulfillment with the design of administrations carried out by the Bulukumba Police Inhabitant unit is carried out through the estimation of the community fulfillment record carried out by the device and has been arranged as fabric for consider and assessment of open administrations in arrange to get an evaluation so that endeavors to progress the quality of open administrations can be realized in agreement with desires. , wants and requests of the community on the quality of the device for giving open administrations.

Great and fulfilling administrations given by government teach or other open organizations to the community, that the finest benefit must be done by: to begin with, it must give convenience in overseeing different issues so that the administrations carried out can run rapidly. Moment, they must give sensible and not over the top administrations concurring to their particular needs.

The open in getting administrations related to the organization of vehicles at the Bulukumba Police Regident unit office saw a few things that must be made strides by the device in moving forward benefit exercises. Where there are still a few offices and foundation that are not in agreement with benefit measures.

Based on the comes about of the author's perceptions within the field related to the assessment of methodologies within the Key Administration of the Keeness Zone at the Activity Unit of the Bulukumba Police, it can be seen that the benefit design continuously takes after the wants and social changes of the community so that it gets to be a inspiration for the community to fulfill their commitments as citizens. To degree benefit benchmarks, communityessential satisfaction measurements were moreover carried out as input for the device in seeing community fulfillment in getting administrations. The change of offices and framework as well as the fulfillment of the offices required by the community in getting administrations is a very vital plan for forming a program so that it can meet all wants of the community in obtaining engine vehicle organization administrations.

#### **D. CONCLUSION**

Definition of a procedure in which in actualizing the judgment zone there are a few lines that are fortified by the device, beginning from expanding the capacity of human assets, setting up benefit designs and benchmarks as well as moving forward offices and foundation. Execution of a technique in which each benefit officer gives data straightforwardly to the open with respect to the instrument of vehicle administration services and the execution of benefit developments employing a innovative approach. Procedure assessment centers on looking at the community fulfillment file in getting administrations so that it gets to be a inspiration for the device and input on angles that must be moved forward in carrying out vehicle organization administrations.

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