

ABSTRACT

Frika Tia Maresa, 1228010081 : “Implementation of Good Governance in Strengthening Bureaucracy and Public Officials’ Morality at the Social Affairs Office of Bandung City”

This study is motivated by the existing challenges in the delivery of social services, particularly in balancing a procedure-based bureaucratic system with the moral responsibilities of public officials in addressing the needs of vulnerable communities. On the one hand, bureaucracy is required to operate rationally, systematically, and in accordance with established rules; on the other hand, public officials are confronted with social conditions that demand empathy, fairness, and moral responsibility. This condition indicates that strengthening bureaucracy without being accompanied by strong moral values may lead to less responsive services that do not fully address community needs. Therefore, the implementation of good governance principles is necessary as a framework to balance these two dimensions. In this context, good governance is used as an analytical tool to assess bureaucratic performance in order to be more responsive, fair, and oriented toward community needs. This study employs a qualitative approach, with data collection techniques including interviews, observation, and documentation. Research informants consist of key, primary, and supporting informants selected based on their relevance to the research focus. Data analysis techniques include data collection, data reduction, data display, and conclusion drawing.

The results show that the implementation of good governance at the Social Affairs Office of Bandung City has been carried out effectively, as indicated by the dominance of the responsiveness dimension in social services. The application of the rule of law principle is reflected in the use of systematic and regulation-based administrative procedures in implementing social programs. In addition, policy priorities are determined through structured needs assessment mechanisms and a decile system, ensuring that services are more targeted and focused on the most vulnerable groups. The conclusion of this study indicates that the implementation of good governance principles plays an important role in strengthening bureaucracy and enhancing the moral integrity of public officials. Based on these findings, it is recommended that the Social Affairs Office of Bandung City strengthen integrity and moral values through continuous capacity building and reinforce the implementation of good governance principles. This is essential to optimize the implementation of good governance in realizing a more responsive, fair, and welfare-oriented public service system.

Keywords: *good governance, bureaucracy, public officials’ morality, social services, vulnerable communities*

ABSTRAK

Frika Tia Maresa, 1228010081 : “Implementasi Good Governance Dalam Penguatan Birokrasi dan Moralitas Aparatur Pada Dinas Sosial Kota Bandung”

Penelitian ini dilatarbelakangi oleh masih adanya tantangan dalam penyelenggaraan pelayanan sosial, khususnya terkait keseimbangan antara penerapan sistem birokrasi yang berbasis prosedur dengan tuntutan moralitas aparatur dalam menghadapi kondisi masyarakat rentan. Di satu sisi, birokrasi dituntut untuk berjalan secara rasional, sistematis, dan sesuai aturan, namun di sisi lain aparatur dihadapkan pada situasi sosial yang memerlukan empati, keadilan, dan tanggung jawab moral. Kondisi ini menunjukkan bahwa penguatan birokrasi tanpa diimbangi dengan moralitas aparatur berpotensi menimbulkan pelayanan yang kurang responsif dan tidak sepenuhnya berpihak pada kebutuhan masyarakat. Oleh karena itu, diperlukan pengimplementasian prinsip-prinsip *good governance* sebagai kerangka dalam menyeimbangkan kedua dimensi tersebut. Dalam konteks ini, penerapan *good governance* digunakan sebagai alat analisis untuk menilai kinerja birokrasi agar lebih responsif, adil, dan berorientasi pada kebutuhan masyarakat. Metode penelitian yang digunakan adalah pendekatan kualitatif dengan teknik pengumpulan data melalui wawancara, observasi, dan dokumentasi. Informan penelitian terdiri dari informan kunci, utama, dan pendukung yang dipilih berdasarkan relevansi terhadap fokus penelitian. Teknik analisis data meliputi pengumpulan data, reduksi data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa implementasi *good governance* di Dinas Sosial Kota Bandung telah berjalan dengan baik, yang ditandai oleh dominasi dimensi responsivitas dalam pelayanan sosial. Penerapan prinsip *rule of law* juga tercermin dalam penggunaan prosedur administratif yang sistematis dan berbasis regulasi dalam pelaksanaan program sosial. Selain itu, penentuan prioritas kebijakan dilakukan secara terarah melalui mekanisme asesmen kebutuhan dan sistem desil, sehingga pelayanan menjadi lebih tepat sasaran dan berpihak pada kelompok masyarakat yang paling membutuhkan. Kesimpulan penelitian ini menunjukkan bahwa implementasi prinsip *good governance* berperan penting dalam menilai seberapa kuat birokrasi dan tingginya moralitas aparatur. Berdasarkan hasil penelitian, direkomendasikan agar Dinas Sosial Kota Bandung meningkatkan penguatan nilai integritas dan moralitas aparatur melalui pembinaan berkelanjutan serta memperkuat penerapan prinsip-prinsip *good governance*. Hal ini penting untuk mendukung optimalisasi implementasi *good governance* dalam mewujudkan birokrasi yang lebih responsif, adil, dan berorientasi pada kesejahteraan masyarakat.

Kata kunci: *good governance*, birokrasi, moralitas aparatur, pelayanan sosial, masyarakat rentan