

ABSTRAK

Nama : Ihsan Wanfora

**Judul : Implementasi Kebijakan Jabar *Quick Response* pada Humas Daerah
Provinsi Jawa Barat**

Latar belakang ketertarikan peneliti terhadap penyediaan pelayanan publik yang kurang optimal, banyaknya permasalahan sosial yang semakin hari semakin meningkat membuka hati Gubernur Jawa Barat Ridwan Kamil untuk meluncurkan sebuah kebijakan berupa program penanganan permasalahan sosial yang bersifat kedaruratan bernama Jabar *Quick Response*. Namun dalam pelaksanaannya program ini memiliki hambatan dalam mencapai tujuan, diantaranya, masih kurangnya sosialisasi secara masif oleh implementor kebijakan yang mengakibatkan kurangnya pengetahuan masyarakat mengenai kebijakan ini.

Tujuan penelitian ini yaitu untuk mengetahui implementasi kebijakan program Jabar *Quick Response* pada Humas Daerah Provinsi Jawa Barat, untuk mengetahui komunikasi, Sumber daya, Disposisi/sikap dan struktur birokrasi dalam pencapaian implementasi kebijakan.

Penelitian ini mengacu kepada teori Edward III yang mengatakan bahwa keberhasilan dan kegagalan pelaksanaan kebijakan dapat dianalisis melalui beberapa dimensi yaitu Komunikasi, Sumber Daya, Disposisi (sikap) dan Struktur Birokrasi.

Metode yang digunakan adalah metode kualitatif. Penelitian ini menggunakan kualitatif deskriptif berbentuk kata, kalimat, skema dan gambar. Untuk memperoleh informasi penulis melakukan observasi, data sekunder, foto maupun wawancara dengan informan.

Hasil penelitian menunjukkan bahwa implementasi kebijakan program Jabar *Quick Response* telah dilaksanakan sesuai indikator keberhasilan implementasi yang mencakup komunikasi, sumber daya, disposisi/sikap dan struktur birokrasi. Sekalipun demikian, tingkat pemahaman masyarakat dan sumber pendanaan terhadap program ini masih belum optimal, terdapat 57.187 aduan yang diterima namun sebanyak 22.823 aduan ini ditolak karena tidak sesuai dengan indikator pelayanan, serta hanya sebanyak 404 aduan yang tertangani oleh Jabar *Quick Response*. Hambatan implementasi terletak pada kurangnya sosialisasi yang masif dari pelaksana kebijakan mengenai tata cara dan indikator pengaduan serta minimnya sumber pendanaan penanganan dan Kerjasama dengan CSR (Corporation Social Responsibility) sehingga menghambat penanganan aduan masyarakat.

Kata Kunci : Implementasi, Kebijakan Publik, Jabar *Quick Response*

ABSTRACT

Name : Ihsan Wanfora

Title : Implementation of Jabar Quick Response Program Policy in Regional Public Relations of West Java Province

The background of the researcher's interest in the provision of public services that are less than optimal, the number of social problems that are increasing day by day opened the heart of the Governor of West Java Ridwan Kamil to launch a policy in the form of a program for handling social problems that are emergency, called Jabar Quick Response. However, the implementation of this program has obstacles in achieving its goals, Among them, there is still a massive lack of socialization by policy implementers which results in a lack of public knowledge about this policy.

The purpose of this study is to determine the implementation of the West Java Quick Response program policy in the Regional Public Relations of West Java Province, to determine communication, resources, disposition/attitudes and bureaucratic structure in achieving policy implementation.

This research refers to Edward III's theory which says that the success and failure of policy implementation can be analyzed through several dimensions, namely Communication, Resources, Disposition (attitude) and Bureaucratic Structure.

The method used is a qualitative method. This research uses descriptive qualitative in the form of words, sentences, schemes and pictures. To obtain information the authors conducted observations, secondary data, photos and interviews with informants.

The results showed that the implementation of the West Java Quick Response program policy had been carried out according to the indicators of successful implementation which included communication, resources, disposition/attitude and bureaucratic structure. Even so, the level of public understanding and funding sources for this program is still not optimal, there are 57,187 complaints received but as many as 22,823 these complaints were rejected because they were not in accordance with service indicators, and only 404 complaints were handled by West Java Quick Response. The obstacle to implementation lies in the lack of massive socialization from policy implementers regarding the procedures and indicators for complaints and the lack of funding sources for handling and Cooperation with CSR (Corporation Social Responsibility) thus hampering the handling of public complaints.

Keywords : Implementation, Public Policy, Jabar Quick Response