

VILLAGE GOVERNMENT POLICY TO INCREASE COMMUNITY SATISFACTION OF KWALA SERAPUH VILLAGE

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Abstract: Community satisfaction with the implementation of village government is an indicator of the success of village development. Therefore, the village government needs to make various efforts to increase community satisfaction. This study aims to analyze village government policies to improve community satisfaction in Kuala Serapuh Village, Langkat Regency, North Sumatra Province. This research uses qualitative methods with a case study approach. Research data were collected through interviews, observation, and documentation. The results showed that the Kuala Serapuh village government has made various efforts to increase community satisfaction, namely: 1) Improving the competence of village officials through training and development, 2) creating a conducive village organizational culture and supporting village development, 3) improving village head leadership in village governance. These efforts have had a positive impact on community satisfaction. However, there are still several things that need to be improved, namely: 1) Increasing the competence of village officials needs to be carried out on an ongoing basis, 2) Village organizational culture needs to be expanded and strengthened, 3) village head leadership needs to be synergized with other village officials. Village government policies to increase community satisfaction must be sustainable and involve all village stakeholders.

Keywords: Village Government Policy, Community Satisfaction, Village Governance, Village Apparatus Competence, Village Organizational Culture and Village Head Leadership

Introduction

Village development policy is a strategy and action taken by the government to improve the quality of life and welfare of rural communities. This policy is carried out by providing support and assistance to sectors that have the potential to improve economic and social welfare in rural communities. The purpose of village development policy is to accelerate and assist economic and social development in rural areas. Through this policy, it is expected to encourage economic and infrastructure development in villages, increase the productivity and welfare of rural communities, and reduce or eliminate gaps between rural areas. One of the concepts used in village development policy is the empowerment of rural communities. Empowerment of rural communities includes increasing community satisfaction with the performance of village apparatus to realize a just, prosperous and prosperous society. Optimal service must always be provided by local government officials, especially village governments.

In accordance with (Undang-Undang Nomor 6, 2014) concerning Villages, one of the objectives of village regulation is to improve public services for villagers in order to accelerate the

realization of general welfare (Article 4 Point f). Providing the best service is one of the performance results that can be done by the village government to achieve the goals set in the national service standard, namely service quality. The efforts made by the village government aim to accelerate the realization of good governance, because this is related to the many complaints from the community about the poor services provided by village officials. The service problem is a bad effect on village governance which results in low quality of public services. Optimal public services can realize professional, efficient and effective, open and responsible village government or good governance.

Thus, village governance is needed that can realize good governance through public service improvement programs at the village level. If this governance is realized, the specified goals can be achieved, namely improving the quality of public services, managing all village potentials, making it easier for the community to receive information through the availability of data, encouraging community participation, transparency and accountability. At the village level, the role of village government becomes very important for the progress of a village. The birth of (Undang-Undang Nomor 6, 2014) concerning Villages was passed on January 15, 2014. This law on villages replaces the regulations on villages contained in (Undang-undang No. 32 Tahun 2004, n.d.) concerning Regional Government and Government Regulation No. 72 of 2005 concerning Village Government. A village is a unitary area inhabited by a number of families who have their own government system. These laws and regulations are political will from the government which is expected to bring important changes aimed at improving community services and improving the welfare and empowerment of rural communities.

Judging from the division of areas, villages including the City Regency government apparatus, this is regulated in (Undang-undang No. 32 Tahun 2004, n.d.), where villages are directly under the sub-district and are responsible to the sub-district. This is manifested by the existence of (Peraturan Pemerintah Nomor 72, 2005), concerning village government is the government's effort to realize general welfare evenly and to be able to provide excellent services to the community. Thus, the village government is the lowest government agency and has a small area coverage so that it is expected that the village government can absorb all aspirations from the community. Kuala Serapuh Village is located in Tanjung Pura District, Langkat Regency, North Sumatra. The village has an area of 14.40 km² and a population of about 3,500 inhabitants. Kuala Serapuh Village was founded in 1870 by a religious leader named Sheikh Abdul Wahab. The name of this village comes from the words "kuala" which means estuary and "Serapuh" which means nipah tree. The majority of the population of Kuala Serapuh Village are Malay and Javanese. The main livelihoods of these villagers are farming, gardening, and fishing. The economy of Kuala Serapuh Village relies on agriculture, plantations, and fisheries. The village's main crops are rice, oil palm, and fish.

The ability of the village government to carry out its duties is still ineffective. This can be seen from the ineffectiveness in administrative services, lack of quality apparatus resources, and ethics in administrative services. This happens because of the influence of various factors, including especially the ability of village apparatus resources as organizers that are not optimal. The government and its apparatus are the main organizers of government, development and community activities as well as fostering peace and order in their regions. Their role is so important in determining the back and forth of a government. Therefore, a village government is needed that is truly capable and able to cooperate in carrying out the duties that are its responsibility.

In the formulation of village development policies, the active role of the government and the community is very important. The government can provide subsidies and assistance for village development programs, but without community support such programs are difficult to succeed.

Therefore, active community participation in village development is needed as an effort to improve the effectiveness of the development program. For this reason, continuous evaluation and monitoring are needed to maintain the success of village development policies. This evaluation and monitoring will help to determine the extent to which village development policies have had a positive impact on community welfare. In addition, evaluation and monitoring can also help to find potential obstacles and problems in the implementation of village development programs, so that appropriate steps can be taken to solve them.

Thus, village development plays an important role in improving community welfare. In the formulation of village development policies, the active role of the government and the community is very important. Finally, continuous evaluation and monitoring are needed to maintain the success of village development policies. All efforts made must support each other so that village development goals can be achieved optimally.

Literature Review

Village Government Policy

Policies are provisions that act as guidelines to achieve a mutually agreed goal. Policy can be interpreted as one of the government's instruments to create order in carrying out its duties and responsibilities. The success of a policy can be seen from its implementation or the policy implementation process itself. One form of government policy in managing village government, the ratification of PP No. 11 of 2019 concerning villages, as regulated in Article 1 paragraph 1 says that villages are villages and customary villages or referred to by other names, hereinafter referred to as Villages, are legal community units that have territorial boundaries that are authorized to regulate and manage government affairs, the interests of local communities based on community initiatives, rights of origin, and/or traditional rights that are recognized and respected in the government system of the Unitary State of the Republic of Indonesia. According to Article 26 paragraph 1 No. 11 of 2019 concerning the duties and functions of the Village Head states that the duties and functions of the Village Head are "organizing village government, carrying out village development, village community development, and empowering village communities". As a government unit that directly touches the community, the village government is expected to be able to provide public services in various forms of services that are the duties of the village government. The duties and functions of the village apparatus as referred to in Article 48 paragraph 1 are tasked with assisting the Village Head in carrying out his duties and authorities

Community Satisfaction

The word satisfaction or satisfaction comes from static Latin, meaning good enough or factio interpreted as an effort to fulfill something. Community satisfaction is a very important factor and determines the success of a business entity because the community is a consumer of the products it produces. According to (Oliver, 1997) in Supranto (Supranto, 2011) in his service, satisfaction as the level of a person's feelings after comparing his perceived performance or results with his expectations. The level of satisfaction is a function of the difference between perceived performance and expectations. If the performance is below expectations, then customers will be very disappointed. When the performance is as expected, then customers will be very satisfied. Meanwhile, if performance exceeds expectations, then customers will be very satisfied customer expectations can be shaped by past experience. Satisfied customers stay longer, are less price sensitive and leave good comments. According to (Tjiptono, 2016) and (Candra, 2018), satisfaction can be interpreted as an effort to fulfill something or make something adequate. Community satisfaction can only be achieved by providing quality services. Good service is often

assessed by the community directly from service providers, namely the government, because efforts are needed to improve the quality of the service system provided in order to meet the wishes and increase community satisfaction.

Village Equipment Competency

Etymologically the word "competence" is adapted from English, namely "competence" or also "competency" which means ability, ability, and authority. In general, the definition of this competence is an ability or ability possessed by a person in carrying out a job or task in a particular field, in accordance with the position he holds. There are six aspects contained in the competency concept, namely; Knowledge; Understanding; Ability; Value; Attitude; Interest. In this regard, the competence of the village apparatus is the ability of a village apparatus to know, understand, and act in carrying out its duties, so that from the competence he has an effective and efficient policy is created. Villages are villages and customary villages or referred to by other names, hereinafter referred to as Villages, are legal community units that have territorial boundaries that are authorized to regulate and manage government affairs, the interests of local communities based on community initiatives, rights of origin, and/or traditional rights that are recognized and respected in the government system of the Unitary State of the Republic of Indonesia (Article 1 paragraph 1 (Undang-Undang Nomor 6, 2014)). Apparatus is an aspect of administration needed in the administration of the state or government, as a tool to achieve an organizational goal. Some aspects of administration that are quite important are organizational and personnel administration. Apparatus is the entire State official or government organ in charge of carrying out an activity related to duties and obligations as a responsibility imposed by the State on him.

Village Organizational Culture

Organizational culture is a system of shared meanings and beliefs held by members of the organization to determine how they act, where the culture represents opinions by all members of the organization so that they have the same opinion and are embraced by all members of the organization (Yuliani, 2018). According to Widiyarta, et al (2017) organizational culture is a norm, belief, value, assumption, habit made in an organization and approved by all members of the organization which is used as a guideline for carrying out activities in the organization. According to Sulistiyowati in Putra and Latrini (2018) that a good organizational culture will form members of the organization to have a sense of belonging and a sense of identity as part of the organization, so that the possibility of fraud in the organization is small. Based on the definition above, it can be concluded that organizational culture is a shared belief in an organization that is used as a guideline in the organization to carry out its duties and functions.

Village Head Leadership

In (Undang-Undang Nomor 6, 2014) concerning Villages, it has been affirmed that villages are no longer local state government but villages as community governments, namely a hybrid between self-governing community and local self government. The new village law at least hints at the existence of a new perspective in regulation and management related to the institutional position of the village and its management pattern. In this regard, the village head as a leader no longer works, enjoys the status quo and waits for instructions and orders from the supra-village government as the executor of administrative duties and mobilizes resource support alone, but must be more open, democratic, dynamic and innovate with various breakthroughs in realizing the welfare of villagers. The village head, who is empowered to exercise village authority, is at least able to describe it in real terms according to the changing demands and needs of the village

community. According to (Mustakin, 2015) and (Eko, et al, 2017) there are several types of village head leadership that are usually present in village governance and development, namely: (1) Regressive leadership, which is a leadership with an autocratic character, where village government is led by one person and always acts authoritarian. According to (Syafi'ie, 2003) autocratic theory in government leadership, which is a theory that explains how a government leader in carrying out his duties works without receiving advice from subordinates and orders are given in one direction only and are not allowed to refute, criticize and even ask superiors.

Method

The method used in this study is a qualitative descriptive method, which is a type of research that seeks to describe the object or subject under study according to what it is with the aim of systematically describing the facts and characteristics of the object under study appropriately and understanding each context of the phenomenon as a whole. This research was conducted with a descriptive method with a qualitative approach. (Creswell, 2010), suggests that qualitative research is methods to explore and understand meanings that some individuals and groups of people consider to come from social or humanitarian problems.

Result and Discussion

Kuala Serapuh Village Government Policy, Langkat

The Kuala Serapuh Village Government has issued several policies to increase community satisfaction, namely:

Improving Public Services

1. Simplify the process of managing village papers.
2. Improve the quality of health services at Puskesmas Auxiliary (Pustu).
3. Improve road and bridge infrastructure.
4. Improve access to clean water and sanitation.

Improving Community Welfare

1. Providing direct cash assistance (BLT) to the poor.
2. Providing business capital assistance to MSMEs.
3. Improve the quality of education in village schools.
4. Provide training and counseling to the community about various fields.

Increase Community Participation

1. Holding village deliberations (Musdes) to discuss village development.
2. Forming community groups to manage village development programs.
3. Provide space for the community to convey community aspirations and complaints.

Improving Village Government Transparency and Accountability

1. Publish information about village finances regularly.
2. Carry out village development planning deliberations (Musrenbangdes) openly.
3. Provide accountability reports to the community for the use of village funds.

Conclusion

Through policies implemented by the Kwala Serapuh Village government, various positive results have been achieved to increase community satisfaction. One significant outcome was improved access and quality of public services, including education, health, and basic

infrastructure. The community now has better access to education through the construction and improvement of educational facilities and scholarship programs. In the health sector, the village government has expanded the network of puskesmas and organized preventive health programs to improve community welfare. In addition, basic infrastructure such as roads, clean water, and electricity have been improved to improve people's quality of life.

Furthermore, the village government has also succeeded in implementing community economic empowerment programs through skills training, support for micro, small and medium enterprises (MSMEs), and productive agricultural programs. The policy of community participation and transparency in decision making has also contributed positively to the increasing satisfaction of the people of Kwala Serapuh Village. Thus, the results of the policies implemented have created a better environment, improved the quality of life of the community, and overall increased people's satisfaction and welfare.

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