

Public Policy Innovation of Social Welfare Institutions Based on Social Services for Social Welfare Service Recipients (PPKS) in Bandung Regency

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Abstract

The main problem in this study is the ineffectiveness of public policy innovations within social welfare institutions, particularly those providing social services to those receiving social welfare services in Bandung Regency. This problem is examined and analyzed based on Albury's theory in Suwarno. The research method used by the researcher is descriptive analysis with a qualitative approach. The results indicate that there are public policy innovations within social welfare institutions, specifically those providing social services to those receiving social welfare services in Bandung Regency, by considering policy innovation: new policy direction and initiatives, innovation in the policy-making process, and policies to foster innovation and its diffusion, thus effectively contributing to the sustainability of social welfare institutions, specifically those providing social services to those receiving social welfare services in Bandung Regency.

Keywords : Innovation, Public Policy, Social Welfare, Social Welfare Institutions.

Introduction

A responsive public policy paradigm that allows for independent community development in the formulation, implementation, and evaluation of policies will have an impact on improving community welfare sustainably (Sururi, 2016). Therefore, a symbiotic interaction, process, and activity between the community and the government are needed, hopefully, to address the dynamics, demands, and interests of the public (Dewi, 2019).

Public policy, on the other hand, according to Nugroho (2014), is "a product that champions the public interest, whose philosophy requires public involvement from beginning to end." The public, as the primary policy actor, is a sub-stakeholder who precisely understands what and how their needs and interests are addressed. This requires a shift in the government's role from being a provider to being a facilitator and regulator of policy (Hamid et al., 2021). This government role will be effective if public policy outputs are able to adapt and innovate to various changes to foster synergy between diverse interests (Haritz & Bhagya, 2020).

We often hear the word "innovation" in various aspects of life, and it is a crucial factor in addressing and overcoming various problems affecting individuals, communities, organizations, and the state (Setijaninrum, 2023). In the context of state-public relations, the state acts as a facilitator and

regulator of public policy, while innovation becomes a strategic keyword when policy outputs and outcomes no longer meet the demands and dynamics of increasingly global societal developments (Putri & Mutiarin, 2018). At this point, innovation is needed to strengthen public policy sectors across a broader spectrum. Strategic changes in public policy, as a concrete form of innovation, should be interpreted as a preference for ensuring that public policy has novelty and benefits for society at large (Manar, 2018).

In this regard, according to Utomo (2016), public policy functions similarly to the brain in the human body, as it is through this instrument that all activities of state and society are carried out by the bureaucracy, the private sector, and the public. Therefore, in the context of understanding public policies that can deliver impact and benefits, public policy innovation is needed as a broader push, namely the expansion and modification of policies that are novel and beneficial, both in terms of formulation, process, and evaluation (Barru, 2019).

In line with the implementation of regional autonomy, which grants local governments the authority to formulate policies, the role of regional public officials in public policy innovation will increase and have a positive impact on the quality of policies or regulations that will be formulated and produced (Baribin et al., 2022). The quality of regional regulations is an important indicator of regional governance performance. However, in reality, almost all policymakers still predominantly consider short-term and partial interests and have not prioritized a culture of innovation, resulting in public policy stagnation and suboptimal governance performance (Rifai, 2023).

The problem of low innovation capabilities (ability to innovate) and willingness to innovate (willingness to innovate) is one of the challenges for public officials in government agencies, both regional and central (Prabowo et al., 2022). On the other hand, public policy, as an instrument that functions to unite the government and society, has not been running optimally. This is due to the still-overlapping policies issued by different policy-making agencies (Darmawan et al., 2020). The lack or low innovation in various sectors, late registration of online lines due to unprofessional Human Resources and a lack of understanding of the applications created and the lack of synchronization of programs in handling and providing social services (Wijaya, 2023). For example, the empowerment of the potential of LKS (Lembaga Sosial Kerja) as an institution that provides convenience for citizens is still lacking and only covers social consideration services.

Social Welfare Institutions, hereinafter referred to as LKS, are social organizations or social associations that implement social welfare programs established by the community in accordance with the Regulation of the Minister of Social Affairs of the Republic of Indonesia Number 184 of 2011 concerning Social Welfare Institutions. The Bandung Regency Social Service, in handling the Social Welfare Institution Policy, has also attempted to collaborate with other parties, but various obstacles remain in the implementation process, such as an insufficient budget that cannot meet the needs and

social services for all the poor in Bandung Regency, which is the main factor in the failure to realize and distribute equitably to all the poor in Bandung Regency.

Based on the problems explained in the background and questions in the problem formulation, the purpose of this study is to determine and analyze the Public Policy Innovation of Social Welfare Institutions Based on Social Services to Social Welfare Service Recipients in Bandung Regency. can be effective. The results of this study are expected to serve as a source of information for conducting further research from different perspectives and at the same time as adding insight that can contribute to the development of science, especially related to policy innovation. Public.

Methods

The research method used by researchers is descriptive analysis with the type of approach is qualitative. According to Sugiyono (2012), "descriptive analysis is intended as a method that describes a situation that is ongoing at the time the research is conducted. The data in this study includes primary data obtained through interviews and observations that produce data, as well as informant statements related to the object of the problem being studied and secondary data obtained from various documents, archives, journals, scientific works, statistical data, maps, organizational structures and others. Data collection is done through observation, interviews, and documentation. The collected data is analyzed then. Miles and Huberman (2002: 20) explains that data analysis is the process of systematically searching and organizing interview notes, field notes, and other collected data to guide understanding. Data analysis in research is carried out through three stages, which include data reduction, data presentation, drawing conclusions, and data verification.

Results and Discussion

Based on the results of the analysis of public policy innovation of Social Welfare Institutions (LKS) based on social services to Social Welfare Service Recipients (PPKS) in Bandung Regency, that the social welfare public policy developed when examined through Policy innovation: new policy direction and initiatives (policy innovation), Innovation in the policy making process (innovation in the policy making process), and Policy to foster innovation and its diffusion (policies specifically created to encourage, develop, and disseminate). The results of the analysis and findings in the implementation of LKS public policy based on social services to social welfare service recipients (PPKS) will be explained partially, as follows;

Policy Innovation: New Policy Direction and Initiatives

Based on the research findings of Public Policy Innovation of Social Welfare Institutions Based on Social Services for Social Welfare Service Recipients, the parameters include the existence of initiatives, new policy directions, and a comparison of old and new policies for social welfare in the

Bandung Regency jurisdiction. Based on field conditions and the researcher's observations, the current policy needs to be reviewed because conditions and situations have changed in line with the development of social dynamics, necessitating policy adjustments. Furthermore, the policy requires initiatives that are comprehensive with the new policy direction, and a comparison of old and new policies to avoid overlapping policies.

Regarding the comparison of old and new policies, considering current field conditions, the old policy has contributed to addressing social issues. Although limited in its approach and implementation, it paves the way for policy innovation reform. Meanwhile, the new policy focuses on a more holistic and inclusive approach, prioritizing active community participation and collaboration with various stakeholders. The reality on the ground is that, despite good intentions, previous policies often encountered obstacles in implementation, such as insufficient budget support, limited human resources, and a lack of coordination between various institutions. This resulted in suboptimal public services and an inability to reach all those in need.

This new policy not only addresses social rehabilitation but also integrates various social services needed by the community. With better mapping of community needs, it is hoped that interventions will be more targeted and have a positive long-term impact. Furthermore, increasing human resource capacity in the social welfare sector is a key focus of this new policy, ensuring increasingly professional and high-standard services. However, challenges remain. Implementing the new policy requires strong commitment from all parties, as well as ongoing monitoring and evaluation to ensure that established goals are achieved. Therefore, it is crucial for Social Welfare Institutions to continue innovating and adapting to current dynamics to ensure that services remain relevant and high-quality.

The Bandung Regency Government is highly focused on Social Welfare Service Recipients (PPKS). Therefore, with initiatives, new policy directions, and comparisons of existing and new policies, weaknesses can be identified. However, the Bandung Regency Government's strong commitment to improving the quality of social services for the community, particularly for children and other vulnerable groups, is based on the principles of social justice and the fulfillment of children's rights. To support the successful implementation of these new policies, the use of technological tools in social services is a key factor for the local government. Digital innovation, which facilitates access to information and social services for the public, is one of the new policy efforts currently being implemented by the Bandung Regency Government. The results of statements and interviews with informants indicate that the public policy innovation of the Social Welfare Service Recipients (LKS) based on Social Services for PPKS in the Bandung Regency jurisdiction has been quite effective. The author's analysis and field observations conclude that the public policy innovation in the LKS, through the parameters of initiatives, new policy directions, and comparisons of existing and new policies, can be concluded that the public policy innovation in the LKS has brought positive changes to the social

service system. The shift from a conventional social assistance model to a technology-based and economic empowerment approach has demonstrated greater effectiveness in improving beneficiary welfare. With continued evaluation and development, this innovation is expected to become a sustainable model for LKS in other regions.

Innovation in the Policy-Making Process

Based on the research findings, "Innovation in Public Policy of Social Welfare Institutions Based on Social Services for Social Welfare Service Recipients" (innovation in the policy-making process) through parameters can influence the policy process, influence community participation, and, considering emerging issues, it is clear that social welfare services are currently receiving special attention from the Prabowo-Gibran administration. Therefore, it is crucial to involve the voices and participation of Social Welfare Institutions (PPKS) in the process of formulating more relevant and targeted policies. Furthermore, training and capacity building for social workers should be an integral part of policy innovation, enabling them to provide quality services that are responsive to existing dynamics.

Field analysis revealed that every aspect of the policy process can influence the policy process. Therefore, it is crucial for local governments to create regulations that support the sustainability and effectiveness of services. Policy innovation based on the principles of inclusivity and sustainability will positively impact not only PPKS but also society as a whole. A policy innovation movement oriented toward social services for Social Welfare Service Recipients (PPKS) is a strategic step that needs to be taken. Innovative policies not only address social problems but also improve the quality of life for the community. This policy innovation encompasses a multidimensional approach involving various stakeholders, including the government, social welfare institutions (LKS), the community, and at-risk individuals. By utilizing accurate data and analysis, policies can be designed to address the specific needs of those receiving social welfare services (PPKS) while prioritizing rehabilitation and social reintegration. Furthermore, the importance of education and counseling as part of a prevention strategy must also be a primary focus.

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about social services, making it easier for the public to access the services they need. Digital platforms can also be used to gather feedback from the public, which is a valuable resource for future policy improvements. Policy innovation must include strengthening human resource capacity, both at the government and community levels. Therefore, training and capacity building for social workers and community volunteers will improve the quality of services provided. With competent human resources, social services will be more focused and effective in meeting the needs of those receiving social welfare services (PPKS).

In terms of creating benefits through policy innovation in providing social services to those receiving social welfare services (PPKS) in Bandung Regency, policy innovation generally contributes significantly to improving the quality of social services. Therefore, through a more responsive and data-driven approach, the Bandung Regency Social Service is committed to delivering more effective and efficient programs. This includes the development of an integrated information system, training for social workers, and collaboration with various parties, including the community and the private sector. The analysis concludes that the importance of collaboration and innovation will bring positive changes in social services and policy innovation, not just ideas but realities that lead to sustainable social well-being and prosperity in the Bandung Regency jurisdiction.

Policy to foster innovation and its diffusion (policies specifically created to encourage, develop, and disseminate)

Based on research findings on public policy innovations within the Social Welfare Service Institution (LKS), which focuses on social services for those receiving social welfare services, through the following parameters: "Creating goodness," "Encouraging and creating policies," and "Disseminating innovation across various sectors," social welfare in the Bandung Regency jurisdiction can be achieved effectively and efficiently. Appropriate policy innovations can reduce disparities in service access, improve service quality, and promote better social welfare. In promoting and creating policies with a data-driven and participatory approach that is responsive to existing realities, ongoing evaluation and monitoring are crucial to assess the impact of adopted policies and make necessary adjustments. Encouraging and creating policy innovation is key to improving the quality of social services, particularly for those receiving Social Welfare Services (PPKS).

Many implemented policies still appear partial and lack integration across sectors. This results in uneven information dissemination to the public and often inaccurate targeting. Communication between institutions is also often hampered by complex bureaucracy, reducing the effectiveness of innovations that are expected to improve services. Despite some promising initiatives, it's not uncommon to see their implementation fall short of plan. Many programs are well-designed on paper, but when they reach the field, various obstacles emerge, such as a lack of trained human resources and minimal support from relevant stakeholders. This demonstrates that while policy innovation can be a

good first step, without strong commitment and collaboration from all parties, the desired results are difficult to achieve.

In the context of social welfare institutions, a deep understanding of each individual's needs is fundamental to creating effective and efficient services. The Social Services Department understands that each recipient of services is unique and faces different challenges. Therefore, an approach that addresses and is based on their real needs is crucial. The public policies formulated serve not only to provide physical assistance but also to empower communities to grow independently and contribute back to their communities. Commitment extends beyond policy development to quality implementation. Establishing collaboration between the government, communities, and non-governmental organizations is key to creating a harmonious social welfare ecosystem. Community involvement in planning and decision-making ensures that implemented programs truly align with their needs and expectations. In the context of social welfare institutions, a deep understanding of each individual's needs is the foundation for creating effective and efficient services. The Social Services Department understands that each recipient of services is unique and faces different challenges. Therefore, an approach that touches and is based on their real needs is crucial. The public policies formulated serve not only to provide physical assistance but also to empower communities to grow independently and contribute back to their environment. Commitment extends beyond policy development to quality implementation. Establishing collaboration between the government, communities, and non-governmental organizations is key to creating a harmonious social welfare ecosystem. Community involvement in planning and decision-making ensures that implemented programs truly align with their needs and expectations.

Based on research on Social Welfare Institutions (LKS) in Bandung Regency, five key findings emerged that are crucial factors in the implementation of public policies related to social services for beneficiaries. These five factors include commitment, cross-sector collaboration, awareness of involved actors, accessibility, and the development of electronic-based systems.

1. **Commitment.** The success of the LKS program depends heavily on the commitment of the government, LKS managers, and other stakeholders to implement the policy sustainably. This commitment includes consistency in budget allocation, program oversight, and capacity building of human resources involved in social services. Strong leadership and dedication to program implementation are key elements in ensuring the policy is implemented in accordance with its stated objectives.
2. **Cross-Sector Collaboration.** To improve the effectiveness of social services, collaboration between local governments, non-governmental organizations, the private sector, academia, and civil society is crucial. This collaboration can include funding assistance, the development of economic empowerment-based programs, and the provision of broader and more integrated social services. The Pentahelix model (government, academia, business, community, and

media) is an ideal approach for building synergy between actors to support sustainable social welfare programs.

3. **Awareness of Involved Actors.** The effectiveness of social welfare policies is greatly influenced by the awareness and active participation of all involved actors, including the government, social welfare managers, and beneficiaries. A lack of understanding of social policies can lead to suboptimal program implementation. Therefore, outreach, education, and training are necessary for all parties involved in these policies. Awareness also includes understanding the rights and obligations of each party, thus creating a more harmonious and productive relationship in policy implementation.
4. **Accessibility.** One of the main challenges in social services is limited access for vulnerable groups, including the poor, the disabled, the elderly, and neglected children. Accessibility must be improved by providing more accessible services, both in terms of location, administrative procedures, and ease of access to social assistance. The government and social welfare institutions need to develop outreach mechanisms, such as mobile social service programs or the use of digital technology to ensure services are more inclusively accessible to all beneficiaries.
5. **Development of Electronic-Based Systems.** To increase efficiency and transparency in social services, the use of electronic-based technology is a key solution. The development of digital systems such as social service applications, beneficiary databases, and data-driven reporting systems can expedite administrative processes and minimize the potential for irregularities in aid distribution. Digitization also enables data integration between local governments, LKS (social service institutions), and other related institutions, allowing for more accurate and real-time monitoring and evaluation.

These five key findings demonstrate that the success of public policies in LKS depends on the synergy between government commitment, cross-sector collaboration, awareness of involved actors, ease of access for beneficiaries, and the application of technology in the social service system. By strengthening these aspects, LKS can be more effective in providing sustainable social services and improving the welfare of the community in Bandung Regency.

Based on the research results, it can be explained that the public policy innovation of the Social Welfare Institution (LKS) is based on social services to Social Welfare Service Recipients (PPKS) in Bandung Regency, by paying attention to the theoretical approach from Albury in Sururi, (2018), namely Policy innovation: new policy direction and initiatives (policy innovation), Innovation in the policy making process (innovation in the policy making process), and Policy to foster innovation and its diffusion (policies specifically created to encourage, develop, and disseminate). In empirical conditions, the theoretical approach has not been fully implemented effectively, namely Policy innovation: new policy direction and initiatives (policy innovation), so that it can cause the role and

function of social organizations or social associations in implementing social welfare services formed by the community to not provide maximum contributions.

Researchers can find new innovations related to the implementation of public policies of Social Welfare Institutions (LKS) based on social services to Social Welfare Service Recipients (PPKS) in Bandung Regency, namely a public service innovation with the motto "*LENTERA ANTIK SA BANDUNG*" "Electronic-Based Social Welfare Institution for the Bandung Community" Therefore, by implementing this motto, the public policy innovation of Social Welfare Institutions (LKS) based on social services to Social Welfare Service Recipients (PPKS) in Bandung Regency can run effectively and efficiently by providing benefits to the community such as those related to handling social problems, the still large number of homeless people, abandoned children, abandoned babies, abandoned elderly people, the lack of rehabilitation centers for shelter, guidance for people with social problems and others.

Conclusion

Based on the analysis of public policy innovations of Social Welfare Institutions based on social services to Social Welfare Service Recipients in Bandung Regency, it can be concluded that public policy innovation needs to be directed at policy updates that are responsive to the dynamics and social changes of society. Current policies require review and adjustment through comprehensive initiatives and new, more adaptive policy directions. In addition, innovation in the policy-making process emphasizes the importance of cross-sector collaboration and strengthening the role of policy actors, so that innovation does not only stop at the conceptual level, but can be realized in real terms in improving the quality of social services in a sustainable manner in Bandung Regency. Policies also need to be specifically designed to encourage, develop, and disseminate innovation, including through the use of information technology so that social services can be carried out more effectively and efficiently, although various challenges remain in its implementation. Furthermore, based on the weaknesses of Albury's theory in Sururi (2018), researchers found elements of novelty that support the implementation of these public policy innovations, namely a strong commitment from stakeholders, intensive cross-sector collaboration, increased awareness of the actors involved, easy accessibility of services, and the development of electronic-based service systems. These elements of novelty are important factors in strengthening the effectiveness of public policy innovation in order to realize social welfare services that are more optimal, responsive, and oriented towards the needs of the community in Bandung Regency.

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