

REFORMASI MANAJEMEN PUBLIK DALAM PENINGKATAN KUALITAS PENYELENGGARA PEMILU: STUDI KASUS KPU KOTA TANJUNGPINANG

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ABSTRAK

Penelitian ini dilatarbelakangi oleh pentingnya reformasi manajemen publik dalam meningkatkan kualitas penyelenggaraan pemilu di tengah tuntutan profesionalitas penyelenggara, keterbukaan informasi dan penguatan akuntabilitas lembaga. Kualitas penyelenggaraan pemilu menjadi salah satu indikator keberhasilan demokrasi sehingga Komisi Pemilihan Umum (KPU) Kota Tanjungpinang perlu melakukan berbagai pembaruan dalam tata kelola kelembagaan. Penelitian ini bertujuan untuk menganalisis penerapan reformasi manajemen publik dalam peningkatan kualitas penyelenggaraan pemilu di KPU Kota Tanjungpinang dengan menggunakan perspektif New Public Management yang menekankan profesionalitas, transparansi dan akuntabilitas. Penelitian ini menggunakan metode kualitatif deskriptif dengan pendekatan studi kasus. Data diperoleh melalui wawancara, observasi dan dokumentasi yang melibatkan KPU Kota Tanjungpinang, Bawaslu Kota Tanjungpinang dan Kesbangpol. Analisis data dilakukan melalui tahapan reduksi data, penyajian data dan penarikan kesimpulan yang didukung oleh aplikasi NVivo. Hasil penelitian menunjukkan bahwa reformasi manajemen publik telah diterapkan melalui peningkatan profesionalitas sumber daya manusia melalui rekrutmen terbuka, pelatihan, SIAKBA dan penguatan netralitas penyelenggara. Transparansi diwujudkan melalui keterbukaan data, media sosial, publikasi informasi, dan penggunaan SIREKAP. Sementara itu, akuntabilitas diperkuat melalui pengawasan internal, SPIP, evaluasi kinerja, peran DKPP dan penerapan sanksi. Penerapan ketiga aspek tersebut berkontribusi dalam meningkatkan kualitas penyelenggaraan pemilu yang lebih profesional, transparan dan akuntabel di Kota Tanjungpinang.

Kata Kunci: Reformasi Manajemen Publik, New Public Management, KPU Kota Tanjungpinang

***PUBLIC MANAGEMENT REFORM IN IMPROVING THE QUALITY OF
ELECTION ADMINISTRATION: A CASE STUDY OF THE GENERAL
ELECTION COMMISSION OF TANJUNGPINANG CITY***

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ABSTRACT

This study is motivated by the importance of public management reform in enhancing the quality of electoral administration amidst growing demands for the professionalism of election organisers, information transparency and strengthened institutional accountability. The quality of electoral administration is one of the key indicators of a successful democratic process; therefore, the General Elections Commission (KPU) of Tanjungpinang City is required to undertake various improvements in its institutional governance. This study aims to analyse the implementation of public management reform in enhancing the quality of electoral administration at the KPU of Tanjungpinang City from the perspective of New Public Management, which emphasises professionalism, transparency, and accountability. This research employed a descriptive qualitative method with a case study approach. Data were collected through interviews, observations, and documentation involving the KPU of Tanjungpinang City, the Election Supervisory Agency (Bawaslu) of Tanjungpinang City, and the National and Political Unity Agency (Kesbangpol). Data were analysed through the stages of data reduction, data presentation, and conclusion drawing, supported by NVivo software. The findings indicate that public management reform has been implemented through the enhancement of human resource professionalism by means of open recruitment, training programmes, SLAKBA, and the strengthening of electoral officials' neutrality. Transparency has been promoted through data openness, social media utilisation, information dissemination, and the use of SIREKAP. Meanwhile, accountability has been strengthened through internal supervision, the Government Internal Control System (SPIP), performance evaluation, the role of the Election Organisers' Ethics Council (DKPP), and the enforcement of sanctions. The implementation of these three dimensions has contributed to enhancing the quality of electoral administration, resulting in a more professional, transparent, and accountable electoral process in Tanjungpinang City.

Keywords: Public Management Reform, New Public Management, Tanjungpinang City General Election Commission