

BUDAYA MELAYU DALAM PRAKTIK PELAYANAN PUBLIK: STUDI TENTANG NILAI-NILAI 'RESPEK' DAN 'HORMAT' PADA PELAYANAN PERIZINAN DI KOTA TANJUNGPINANG

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ABSTRAK

Penelitian ini dilatarbelakangi oleh pentingnya integrasi nilai budaya lokal dalam praktik pelayanan publik guna meningkatkan kualitas interaksi antara aparatur pemerintah dan masyarakat. Dalam konteks masyarakat Melayu di Kota Tanjungpinang, nilai '*respek*' dan '*hormat*' merupakan prinsip sosial yang mengatur etika komunikasi dan hubungan sosial dalam kehidupan bermasyarakat. Penelitian ini bertujuan untuk menganalisis bagaimana nilai-nilai tersebut diinternalisasikan dalam praktik pelayanan perizinan serta mengidentifikasi tantangan dalam penerapannya di lingkungan birokrasi modern. Penelitian menggunakan pendekatan kualitatif dengan metode studi kasus di Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu (DPMPTSP) Kota Tanjungpinang. Pengumpulan data dilakukan melalui wawancara mendalam, observasi, dan dokumentasi terhadap aparatur pelayanan serta masyarakat pengguna layanan. Analisis data dilakukan melalui proses reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa nilai respek dan hormat tercermin dalam sikap aparatur yang mengedepankan kesopanan, empati, serta perlakuan yang adil terhadap masyarakat. Namun demikian, penerapan nilai tersebut masih menghadapi tantangan berupa dinamika interaksi pelayanan, perbedaan pemahaman masyarakat terhadap prosedur administrasi, serta perkembangan sistem pelayanan yang semakin terdigitalisasi.

Kata Kunci: Pelayanan Publik, Budaya Melayu, Respek, Hormat, Pelayanan Perizinan.

MALAY CULTURE IN PUBLIC SERVICE PRACTICE: A STUDY OF THE VALUES OF 'RESPECT' AND 'HONOR' IN LICENSING SERVICES IN TANJUNGPINANG CITY

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ABSTRACT

This study is motivated by the importance of integrating local cultural values into public service practices in order to improve the quality of interaction between government officials and the community. In the context of the Malay community in Tanjungpinang City, the values of 'respect' and 'honor' are social principles that govern communication ethics and social relationships in community life. This study aims to analyze how these values are internalized in licensing service practices and to identify challenges in their application in a modern bureaucratic environment. The study uses a qualitative approach with a case study method at the Investment and Integrated Services Agency (DPMPTSP) of Tanjungpinang City. Data collection was conducted through in-depth interviews, observations, and documentation of service officials and service users. Data analysis was carried out through data reduction, data presentation, and conclusion drawing. The results show that the values of respect and honor are reflected in the attitudes of officials who prioritize politeness, empathy, and fair treatment of the community. However, the implementation of these values still faces challenges in the form of service interaction dynamics, differences in public understanding of administrative procedures, and the increasingly digitized service system.

Keywords: *Public Service, Malay Culture, Respect, Honor, Licensing Services.*