

**PENERAPAN PRINSIP *NEW PUBLIC SERVICE* DALAM
PELAYANAN PUSPAGA UNTUK PENCEGAHAN
KEKERASAN TERHADAP ANAK DI KOTA
TANJUNGPINANG TAHUN 2025**

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ABSTRAK

Kekerasan terhadap anak masih menjadi permasalahan yang memerlukan upaya pencegahan melalui pelayanan publik yang berorientasi pada kepentingan terbaik bagi anak dan penguatan ketahanan keluarga. Sebagai layanan preventif yang diselenggarakan oleh Dinas Pemberdayaan Perempuan, Perlindungan Anak, dan Pemberdayaan Masyarakat (DP3APM), Pusat Pembelajaran Keluarga (PUSPAGA) Kota Tanjungpinang berperan dalam memberikan edukasi, konsultasi, dan pendampingan kepada keluarga. Namun, implementasi pelayanan PUSPAGA masih menghadapi tantangan berupa sosialisasi yang belum merata, koordinasi lintas sektor yang belum optimal, serta keterbatasan kapasitas petugas. Penelitian ini bertujuan menganalisis penerapan tujuh prinsip *New Public Service* (NPS) dalam pelayanan PUSPAGA Kota Tanjungpinang Tahun 2025. Penelitian menggunakan pendekatan kualitatif deskriptif. Data dikumpulkan melalui wawancara, dan dokumentasi terhadap enam informan yang terdiri atas unsur DP3APM, petugas PUSPAGA, orang tua penerima layanan, dan guru sekolah. Analisis data menggunakan model Miles, Huberman, dan Saldana. Hasil penelitian menunjukkan bahwa pelayanan PUSPAGA telah menerapkan tujuh prinsip *New Public Service*, yaitu melayani warga negara, mengutamakan kepentingan publik, mengedepankan nilai kewargaan, berpikir strategis dan bertindak demokratis, memahami kompleksitas akuntabilitas, melayani daripada mengendalikan, serta menghargai manusia. Penerapan prinsip-prinsip tersebut tercermin melalui layanan konsultasi, konseling, edukasi pengasuhan, pendampingan, rujukan, perlindungan kerahasiaan, dan kolaborasi lintas sektor. Meskipun demikian, implementasinya belum optimal sehingga diperlukan penguatan sosialisasi, koordinasi, serta kapasitas petugas agar pelayanan PUSPAGA semakin responsif, inklusif, dan berorientasi pada pemenuhan hak anak serta ketahanan keluarga.

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Kata Kunci: *New Public Service*, PUSPAGA, pelayanan publik, pencegahan kekerasan terhadap anak.

**THE IMPLEMENTATION OF NEW PUBLIC SERVICE
PRINCIPLES IN PUSPAGA SERVICES FOR THE
PREVENTION OF VIOLENCE AGAINST CHILDREN IN
TANJUNGPINANG CITY IN 2025**

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ABSTRACT

Violence against children remains a significant social issue that requires preventive public services oriented toward the best interests of the child and the strengthening of family resilience. As a preventive service provided by the Office of Women's Empowerment, Child Protection, and Community Empowerment (DP3APM), the Family Learning Center (PUSPAGA) of Tanjungpinang City delivers education, consultation, and family assistance services. However, the implementation of PUSPAGA services continues to face challenges, including limited public outreach, suboptimal cross-sector coordination, and insufficient staff capacity. This study aims to analyze the implementation of the seven principles of the New Public Service (NPS) in PUSPAGA services in Tanjungpinang City in 2025. This research employed a descriptive qualitative approach. Data were collected through interviews, observations, and documentation involving six informants consisting of DP3APM officials, PUSPAGA service providers, parents who received the services, and school teachers. The data were analyzed using the Miles, Huberman, and Saldana interactive model. The findings indicate that PUSPAGA has implemented the seven principles of the New Public Service: serving citizens, seeking the public interest, valuing citizenship over entrepreneurship, thinking strategically and acting democratically, recognizing the complexity of accountability, serving rather than steering, and valuing people over productivity. These principles are reflected in consultation, counseling, parenting education, family assistance, referral services, confidentiality protection, and cross-sector collaboration. Nevertheless, the implementation has not yet been fully optimized. Therefore, strengthening public outreach, interagency coordination, and staff capacity is essential to improve the responsiveness, inclusiveness, and child rights orientation of PUSPAGA services.

Keywords: New Public Service, PUSPAGA, public service, prevention of violence against children..