SWOT Analysis in a Healthy Bureaucracy for Advanced Indonesia

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ABSTRACT

Bureaucracy in Indonesia is currently a very important issue in the era of downsizing and implementing a sound bureaucratic reform system. The purpose of writing this article is to provide constructive ideas and suggestions and build objective thinking. The method used in this writing or research is through the SWOT analysis method. The findings that we get in writing this paper or article are an effort that has been made by the government in an effort to simplify and improve the bureaucratic system in Indonesia through an analysis of the strengths and weaknesses of public services, as well as turning these strengths and weaknesses into opportunities and minimizing threats. The value of this study shows that the recruitment of civil servants by the government has a significant impact on improving the quality of services that have been produced through a long-term process to produce future leaders who are accountable, transparent, and able to demonstrate the art of leading from an early age and become a communication bridge between the government and the community.

Keywords: SWOT; bureaucratic; advance Indonesia

INTRODUCTION

The public service bureaucracy in Indonesia aims to provide users with a model or choice and control over a reliable and trustworthy bureaucratic service. The public service process can produce a healthy bureaucracy and can run if the leadership also understands the meaning of a healthy bureaucracy itself. This is in accordance with research conducted by (Reid, 2014), whose research results show that support from all components of society and the state is absolutely necessary when public services want to improve governance. In achieving a good bureaucracy, the government certainly has a clear roadmap where and what a good bureaucracy looks like. This certainly has a good impact on providing satisfaction to users of public services. A company or government-owned agency must have a complete and comprehensive operational model, this is needed so that the agency or company is able to operate properly (Wills, 1993).

In an effort to manage a healthy bureaucracy, it is necessary to carry out complete and comprehensive socialization and delivery from the leadership to their subordinates. The delivery method can be through targeted policies, delivery can also be through the public relations department in a public organization. Marketing is the way in which matching organizations around the world share some striking similarities, namely their own human, financial, and physical "diet" with others. (Rushton, 2009). To manage and implement a healthy bureaucracy, it takes a leader who has a strong leadership character and is good and solid. In research
conducted by (Vlados, 2019), it is stated that to find out whether or not the management of an organization's bureaucracy is effective, an analytical tool is needed that is able to provide an overview, as well as concepts that can be applied by leaders.

In particular, in conventional understanding and comprehensive use, SWOT analysis has been used all over the world to find out the strengths and weaknesses of each organization. This is important, because it will provide greater effectiveness in the delivery of public services, and will be more efficient in providing health services within an organization within the scope of government agencies.

The purpose of this article is to provide information on the extent of government activities in managing a simple but healthy bureaucracy, leading to clean government in serving the public. The benefit of this research is to provide new information and knowledge, the extent to which the government's target is to optimize existing resources in realizing a well-organized, intact and healthy bureaucracy. To produce a reliable bureaucracy and optimal public services, an organization must be well designed. Based on research conducted by (Piercy & Giles, 1989), SWOT is the most effective tool, regardless of causes or other indicators, SWOT is a complex and complete analysis technique if we want to make a map or map in providing solutions or ideas in formulating and make policies. In making a SWOT analysis, we must be able to predict what kind of globalization will hit this country from the perspective of an efficient bureaucracy? then what kind of events will occur when the analysis has been done? and what is the impact of the analysis if it is actually applied in a country?. Questions like this arise when the implementation of bureaucratic restructuring towards a healthy bureaucracy or better known as bureaucratic reform is underway.

Entering the era of international competition in the world of public sector services, strong fundamentals are needed in its implementation. Integration and globalization in the policy area are the result of technological developments and better levels of structural management. International competition in terms of public services can at times make the government unable to provide maximum service. Globalization of public services can make the process of innovation and efficiency more optimal and can accelerate government efforts towards technological innovation to implement better discipline in the field of policy services and administrative services in the public sector (Zekos, 2003), marketing of public sector services for sustainable satisfaction (Rushton, 2003), 2009), and offer something different from competitive firms, in a number of different groups (Vlados, 2019).

The long journey of structuring world-class bureaucracy in Indonesia is being intensified by the government, this method is pursued in various ways, including through a moratorium on CPNS acceptance, through gradual cuts in the civil apparatus with various policies implemented in each department. In order to start a complete and comprehensive SWOT analysis process, one must have a good and comprehensive strategic planning process, and be oriented towards improving the quality of process management in the organizational structure and reforming the bureaucracy that is good and clean.

In carrying out a healthy bureaucratic arrangement, it is necessary to take action or implementation that is oriented and has a broad and universal vision and mission to solve most of the problems or problems that exist in most of the existing bureaucratic functions. This will simultaneously open up opportunities for new approaches to increase the generation of superiors simultaneously (Rentes et al., 2018), able to understand the organizational environment, and be able to formulate strategic decision making (Harris, 2018), able to work together and can live side by side, with the existing organizational situation (Koo et al., 2011).
METHOD

In solving this research problem, a well-known method will be used, namely the SWOT Analysis method. This method is the most widely used method in product analysis. The product in government is a simple bureaucracy in the process of public service, and the research object in this case is the state civil apparatus or ASN. In using the SWOT matrix, the researcher first provides a simple description of the state civil apparatus. This concerns the strengths, weaknesses, opportunities, and threats to be achieved in accordance with the government's target, namely a good and clean government. SWOT analysis is an important decision support tool and is usually used to systematically analyze strategic situations and identify organizational levels of the company’s internal and external environment (Vij, 2017).

Demographically, Indonesia has the largest and largest archipelago in the world. In addition to the large population size that poses a challenge to leadership capacity in Indonesia, another contextual factor influencing leadership at the national level is the significant demographic heterogeneity in terms of race, ethnicity, region, and language (Berman & Haque, 2015). In line with the contextual determinants of leadership above, the pattern of leadership in Asia in leadership practice has been shaped by several main ascriptive criteria. More specifically, the Criteria are based on the institution's achievements. In the context of Asian social and cultural character based on leadership power, authority over authority, caste-like rank, and strong loyalty, there is a natural tendency in practice in Asia to be rigid hierarchies or based on rank, there is also a tendency to personify the leadership of top leaders. I often claim a high moral basis (Zakkariya & Aboobaker, 2019).

RESULTS AND DISCUSSION

Good governance bureaucracy is something that the government must prepare if it wants to create an effective bureaucracy. But behind that, a one-step effort is also needed so that the implementation of the reform of the state civil apparatus runs smoothly and without obstacles. One of the determining factors in the process of bureaucratic reform in government agencies is as follows:

The strength factor consists of:

1. Political stability, political stability is very important in building a healthy bureaucracy towards an advanced Indonesia
2. The role and support of the leadership, the support of a leader always gives influence in running the existing bureaucracy.
3. Leadership strategy, a leader must have an accurate strategy to run the wheels of government so that economic operations and all kinds of supporting aspects can run well.
4. Policies, policies are crucial in every regulation-making by the government
5. Legal framework, a good legal framework will certainly have a positive impact in efforts to stabilize the nation's political and sociological conditions
6. Regulatory framework, regulatory framework is very, very important if all of the above can be optimized properly.

While the weakness factor is influenced by the following:

1. Top Management Support, top management in this case is in each region, each region has different characteristics of leader behavior.
2. Managerial Strategy, a leader's managerial strategy must go through a long process and a natural and scientific training process. Not infrequently the strategy deviates from what is expected, this of course can make the managerial strategy applied will have different success.

3. National policies and strategies, national policies and strategies in implementing reform of the state civil apparatus may experience ups and downs due to the condition of state apparatus resources, both at the center and at the regions.

4. Collaboration, collaboration in work that is not optimal can cause uncertainty in the development process and the process of creating superior resources in creating a good and clean bureaucracy.

5. Territory, the very wide area of Indonesia, is one of the factors for the emergence of weaknesses in determining the potential of the existing region.

6. The current structure, number and fatness of the organizational structure (especially civil servants who are very, very many make the government think hard so that this matter can be handled properly.

7. Autonomy, broad autonomy will result in optimal managerial management in the regions.

Opportunity factors that emerge from the above analysis are:

1. Portal technology, the quality of service depends on the technology used by the government (central and local).

2. Telecommunication technology, the effectiveness of bureaucratic management services depends on the quality of service from the state civil apparatus itself

3. Security & Privacy, the government needs a strong and targeted and balanced security policy

4. Funding, funding is a key factor in every government activity held in a certain place or location

5. Expertise, expertise has so far been limited to resources at the local level only

6. Education and training, the implementation of training is only limited to the quality of budget absorption which is sometimes not always optimal

Threat factors that emerge from the above analysis are

1. Digital allocation sharing. It represents the digital divide in society. It is also referred to as digital poverty or information poverty and reflects a lack of access to apparatus resources.

2. Education & Skills. Because public service is technical. Therefore, citizens need to have a certain level of education & skills.

3. Trust. Trust is a psychological trait that plays an important role in satisfying citizens to cope with risks, while using e-Government services.

4. Income, this refers to the average household income and reflects the capacity to access services

5. Cost, the main idea behind bureaucratic reform in the public sector is to improve governance and reduce operational costs (Hassan & Lee, 2019).

The main trigger for bureaucratic reform is the policy decisions of new economic actors that have a greater impact on developed countries, especially in the fields of investment, intellectual property, energy, environment, and development assistance. In addition, other triggers are institutional competition that is increasingly intensive and overlapping, especially issues of structural reform, management reform, financial reform, and governance reform. (Cepiku, 2020), reforms of network community governance (Reid, 2014) as well as the apparent gaps between leader goals, practices, pedagogy, and identified value gaps (Brookes, 2014), and the value of these contributions are underscored by our experimental design research and participant homogeneity. our research, both the object and the subject of research (Vera et al., 2014).
Effectiveness

In our research, we try to understand how these SWOT characteristics are designed at any given moment, this shows that bureaucratic reform will be really effective and have a greater impact on employee engagement and performance. (Allen & Landowski, 2019). But although we can find it present in literature, it often intersects with or is embedded in great works, without ever being clearly articulated in itself. (Bartels & Turnbull, 2019), conducted virtual experiments that took into account network attributes (Choi & Park, 2021), and managed management performance from upstream and downstream so that the implementation of the reform of the state civil apparatus was carried out properly, of course with good governance. (Dixon, 2021)

CONCLUSION

This study presents a SWOT analysis approach to assist the government in finding appropriate solutions in the context of bureaucratic reform for advanced Indonesia. We recommend a combination of regional-based and performance-based arrangements of state civil servants to get a good strategy evaluation if at any time there is a change in strategy based on the needs of the organization. replacement of aircraft with older fleets to justify increased maintenance costs (Bazargan, 2016).

REFERENCE


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