

Implementation of Entrepreneurial Government in Makassar City Government

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ABSTRACT

The concept of entrepreneurship in the government sector is very important and strategic to be input into the mindset and culture set of the state government apparatus. That is, the fundamental point is to organize the orientation of the government apparatus to be more adaptive, responsive, creative, innovative, professional, and visionary, to serve and capture every opportunity. The entrepreneurial spirit of government in the public sector is an ideal concept in the context of utilizing resources to improve the quality of public services and public trust more efficiently, effectively and more productively. However, it should be realized that even though the government adopts the principles of the private sector, the government's orientation is non-profit but to serve. This paper attempts to articulate how to implement entrepreneurship government in the Makassar City Government.

Keywords: Implementation; Entrepreneurship; Government

INTRODUCTION

In today's increasingly limitless part of the world, the changes and demands of the world community are increasingly unpredictable, dynamic and complex so that conventional work patterns used by both private and public organizations will be increasingly obsolete and left behind because they are no longer relevant to the demands of the times (Haryono et al., 2019; Smith & Akib, 2015). Moreover, for public organizations the demands for change are getting higher. The government's role as a catalyst, facilitator, regulator, public service and community empowerment is facing increasingly complex situations from year to year (Junus et al., 2016; Limpo et al., 2015).

Prasojo explained specifically about the complexity of the situation faced by the government and the bureaucracy today, where the complexity of the situation is formed from at least six future trends (Megatrends) until 2030. First, the development of new globalization or what we usually call Globalization 2.0 that is, a shift in economic growth and development from the West to the East. The era of economic development based on and taking place in Asian countries (Asian Century). Second, the environmental and energy crises are increasingly pressing the sustainability of human life and have the potential to cause wars between countries for energy resources. Third, the development of increasingly massive and comprehensive

information and communication technology will cause changes in human interaction patterns, in particular various changes related to mindsets, mental models and culture that produce a new technology-based lifestyle. The government will soon lose its very traditional role and requires various innovations (Andi et al., 2018; Limpo et al., 2015; Souisa et al., 2019; Syam et al., 2018). Fourth, the development of the convergence of various technologies will produce an order of life that may not have been imagined by humans before (AM et al., 2020; Barney & Wright, 1998; Campbell et al., 2012; Coccia, 2015; Le Blanc, 1996; Wright et al., 1994; Zaugg & Thom, 2002). The unification of Robotic, Genetic, Nano and IT technology developments will change the world rapidly. Fifth, population development that causes a tendency to become an aging population, accompanied by an inverted demographic pyramid. Sixth, the strengthening of individualism and pluralism accompanied by the increasing middle class economy and higher lifestyle demands (Lecture Outline of the UI Faculty of Administrative Sciences).

These new developments require the readiness of the government and the bureaucracy to meet the demands and expectations of the community so that creative ideas and innovations become a necessity and urgency to be realized immediately, not only as a discourse that stops in the dreams of bureaucrats because it is an effort that carried out continuously and sustainably to improve the quality of processes and outcomes in government, development and public services. Innovation is a necessity as an important part of the Indonesian government's agenda to reform the bureaucracy that is increasingly adapting to change, capable and has a good work culture and culture, and is increasingly service-oriented.

In an effort to respond to the dynamics and demands of an increasingly complex society as an implication of these new developments, Law Number 23 of 2014 concerning Regional Government was born which marked the entry of a new era of innovative regional governance. Where innovation is a necessity that must be continuously stimulated by the central, provincial and district/city governments as a national-scale change movement to save the country from being left behind and falling behind. This is because without innovating we will always be left behind, or will only be followers and not as leaders or the climax is just being a spectator of the progress of the times itself. In line with this, the theoretical experts of public administration introduced a new paradigm in public bureaucracy through the New Public Management (NPM) approach which shifted the old paradigm of Old Public Administration (OPA) which was outdated and irrelevant to the demands of the times. The new paradigm is intended as an effort to transform a rigid, hierarchical, official bureaucracy in its public administration form to a flexible and market-oriented bureaucracy-service users/customers of its public management form (Hughes, 1994:1). This NPM approach if we draw a common thread (Hughes, 1994, Ferlie, et.al, 1996, Osborne and Gaebler, 1992) leads to a public bureaucracy characterized by good governance and entrepreneurial governance with abilities that encourage professionalism, accountability, responsiveness, creativity. and innovative, integrity and encourages the birth of public participation, emphasizes the quality of service both goods and services, is more efficient and effective, considers rationality, equality and justice for the beneficiaries or services from public sector organizations and, builds an application orientation of good values governance and entrepreneurial government in the administration of government, development and public services to the community. Departing from these problems, the formulation of the problem can

be determined, namely, "Implementation of Entrepreneurship Government in the Makassar City Government".

METHOD

This research approach uses qualitative with a phenomenological perspective. The research was conducted in Makassar City on the grounds that the concept of entrepreneurship government is a program of the mayor of Makassar which is well known throughout Indonesia. And the mayor of Makassar is a mayor who has a vision and mission in realizing Makassar as a world city. Data collection techniques using interviews, observation and documentation. While the analysis technique uses the concept of Miles Huberman and Saldana (2014), namely: Data Collection, Data Display, Data Condensation, and Conclusion Drawing/verifying.

RESULT AND DISCUSSION

The implementation of entrepreneurship government has been realized in the city of Makassar. Under the leadership of Ir. H. Moch. Ramdhan Pomanto and Dr. H. Syamsu Rizal, M.Si, the city of Makassar changed its face and reaped hundreds of major awards in the government innovation sector. The slick and fantastic changes and progress inscribed by the city of Makassar cannot be separated from the role of three important elements in life, namely the government, the private sector and the community who play an important role in the progress of the city of Makassar today. the vision of developing Makassar towards what is termed by the Mayor of Makassar and the Deputy Mayor of Makassar as the New Mainstream of Makassar Development through 8 Paths of the Future.

In realizing the city of Makassar towards a modern and comfortable city for all, the leadership of "DIA" or the Danny-Ical acronym made fundamental improvements in the management of the Makassar city bureaucracy, mainly by fostering active community participation to participate in the success of these 8 future roads that can be seen concretely in the various innovations found in every alley in the city of Makassar which are termed garden aisle innovations (loose), healthy hallways (longset), see garbage pick up (LISA), Makassar Not Rantasa (MTR), Makassar Clean Hallways (Mabello), exchanging waste with taste or electricity as a joint movement with the hallway community to be actively involved in improving the alleys to protect the environment, becoming a place for business plants such as chili, tomatoes, vegetables and fruits which in the end can increase the standard of living of the people of Makassar, especially those who live in the alleys and this is a mission from i leadership of the DIA who carried out construction starting from the alley to build a modern future city in the city of Makassar.

In addition, innovations to improve public accessibility in reaching public services at the Makassar City Government, DIA's leadership also creates new breakthroughs by utilizing advances in technology and information science (IPTEK) by providing call center services 112 which is a central help desk service to obtain services. Home Care and Dottoro'ta as patient care health services with visits to sick people's homes, fire extinguishers, electric lights, drainage and

so on which are call center services that are integrated into each regional device organization to respond quickly to the needs of the people of Makassar. . There are also Passicolata innovations or student transportation, War Rooms or CCTV control rooms that are spread at every point in Makassar city to control traffic security and order, Smart Student Cards, Smart City and water front city for structuring the beauty and aesthetics of the environment.

CONCLUSION

Entrepreneurship government is now very important and urgent to be realized as an implication of the current of globalization which has brought fundamental changes to the needs and demands of society which are increasingly dynamic and complex and unpredictable. Therefore, the spirit and spirit of entrepreneurship is not only limited to creating creative and innovative ideas, but more than that where creative and innovative ideas are applied in the implementation of government administration, development and public service tasks, the main objective of which is to improve the quality of the process up to the end. outcomes of public services to service recipients or benefits which ultimately lead to increased public trust and organizational performance as well as the government apparatus itself.

The implementation of entrepreneurship governance within the Makassar City Government is quite good. However, there is still a need for a development focus and strengthening primarily on community participation to participate more actively or in other words the need for community institutionalization to create a shared vision in developing the city of Makassar through various existing innovations to continue to be developed and optimized as much as possible for progress. and mutual benefit.

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