

Public Service Based on Local Wisdom

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ABSTRACT

Local wisdom is a determinant in providing the best service to the community. The research approach uses descriptive qualitative. The location of the research was carried out in the South Sulawesi Provincial Government. Data collection techniques used observation, interviews and documentation with an analytical approach, namely: 1) Data Collection, 2) Data Presentation, 3) Data Condensation, 4) Conclusion drawing/verification. The results of the study indicate that public services have been running well, this is tied to the existence of a brotherly bond between service providers and service recipients with the slogan *Siri' Na Pacce*. However, the government still faces obstacles, especially people who have different characteristics and needs.

Keywords: Public Service; *Siri' Na Pacce*; local culture; Makassar Bugis

INTRODUCTION

Public services are fixed prices in providing pleasant services for service recipients (Andi et al., 2018; Budi et al., 2015a, 2015a; Daraba et al., 2018a; Overman, 2016; Schaller et al., 2018; Todisco et al., 2020). Service providers must provide services that do not hurt the feelings of service recipients (H. Akib et al., 2015a; Christensen & James, 2020; Daraba et al., 2018b; Windrum & Koch, 2008). So that people feel served, and foster a sense of familiarity and kinship between one another.

Efforts to realize a happy public service for service recipients, of course the government is able to know the needs of the community (Haedar Akib et al., 2016; Rengifurwarin et al., 2018a, 2018b; Tangi et al., 2020). Therefore, every condition in a country certainly has problems that must be faced. If we look at the quality of public services in developing countries, there is no doubt that the public services provided are very good (H. Akib et al., 2015a, 2015b; Batley & Mcloughlin, 2015; Bovaird, 2007; Madubun & Akib, 2017). In addition, the condition of the community is relatively orderly and orderly. In contrast to developing countries, of course, have very different problems (Bare et al., 2019; Budi et al., 2015b; Gallouj et al., 2013; James & Moseley, 2014; R. Niswaty et al., 2015; Risma Niswaty et al., 2020).

One of the countries that is often in the public spotlight regarding public services in the world is the State of Indonesia. This is because Indonesia is a country that has low public services due to many factors. The factors in question are ethnic, religious, racial and regional

factors that have community characteristics that are much different from one another. One of the regions in Indonesia that has cultural and linguistic diversity is South Sulawesi Province.

The South Sulawesi region has its own culture, character, and language. One of the most striking characters is a character that is considered rude and considered by other regions difficult to manage. Therefore, the government's efforts in providing services to the community are expected to be able to recognize the character of local wisdom in the area. So as to be able to provide the best service for the community.

METHOD

This study uses a descriptive qualitative approach (Creswell, 1999, 2010; Creswell & Clark, 2017; Creswell & Creswell, 2017; John W Creswell, 2013). This research approach looks from the point of view of regions that have characteristics so that it is difficult to use other approaches in analyzing problems in the field. The location of the research was carried out in the Southern Provincial Government in providing services to the community seen from various Regional Government Working Units. Data collection techniques using, namely: observation, interviews, documentation. The data analysis used is the opinion of Miles et al., (2014) which explains the various stages in analyzing qualitative research problems such as: 1) Data Collection, 2) Data Display, 3) Data Condensation, 4) Conclusion drawing/verification.

RESULT AND DISCUSSION

Public services are very important for both central and local governments. This is because it is one of the determining factors in realizing a just and prosperous society. This is in accordance with the regulations in Indonesia as stated in the 1945 Constitution of the Unitary State of the Republic of Indonesia. Therefore, a strategy is needed in providing public services to the people in Indonesia.

South Sulawesi is an area that has local wisdom, namely siri 'na pacce this slogan is certainly a Bugis Makassar philosophy. Siri' is a shame that is embedded in a person. The Siri' Bugis Makassar culture has four categories, the most relevant to this research is the second category, namely "Mappakasiri' Siri'" this type is related to work ethic. In Bugis philosophy it is stated "Narekko degaga siri'mu, inrengko siri'." That is, if you have no shame, then borrow it from someone who still has shame (Siri'). And vice versa, "Narekko engka siri'mu, aja' mumapakasiri'-siri." It means, if you have shame then don't embarrass (shy-maluin).

The Bugis Makassar philosophy that is embedded in the hearts of the people of South Sulawesi Province, the South Sulawesi Government must understand the real conditions of the community. Therefore, the first thing that the government must do is to know the conditions in the field regarding the character of a community so that it is able to realize service programs that are delivered to the community. Furthermore, basic human needs, namely clothing, food and shelter, are basic needs. So that people feel well served.

Of course, every community need does not have the same understanding. So that in the service process, of course, things that are less desirable. However, from every problem faced, of course, they are still united by a very tight kinship. The siri' na Pacce philosophy is certainly

very binding in people's daily lives. However, of course, the role of service providers is needed to know the conditions in the field. So that public services can run well without any significant problems.

Regarding the basic needs or basic needs of society, of course, in line with the opinion of the expert, namely Abraham Maslow. Abraham Maslow was born in Brooklyn, New York, in 1908 and died in 1970 at the age of 62. Abraham Maslow is known as a pioneer of the flow of humanistic psychology. Maslow believed that humans are moved to understand and accept themselves as much as possible. His theory is very well known to this day is the theory of the Hierarchy of Needs (Hierarchy of Needs).

According to Maslow, humans are motivated to fulfill their life needs (Maslow & Lewis, 1987). In addition, several experts also have the same view on this matter (Bennett et al., 2019; Chirwa, 2015; Dong, 2015; Drezgić et al., 2019; Shafritz et al., 2017). These needs have a level or hierarchy, starting from the lowest (basic/physiological) to the highest (self-actualization). Maslow's hierarchy of needs states that humans have 5 kinds of needs, namely physiological needs (physiological needs), safety and security needs (needs for security), love and belonging needs (needs for affection and belonging), esteem needs (need for self-esteem), and self-actualization (need for self-actualization).

CONCLUSION

Public services are very vital in providing services to the community. The government of South Sulawesi has realized public services based on local wisdom. In addition, being able to create a just and prosperous society in accordance with the laws and regulations. It's just that in the process of service provided, of course, the services provided are difficult to provide the same service. This is because people have different characteristics and needs even though they are followed by a tight kinship with the slogan *Siri 'na Pacce*.

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