



Attraction to Public Policy Making for Optimizing Population Administration Services in North Toraja Regency

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Abstract

This research aims to examine the level of attention to public policymaking, especially related to population administration services, in the North Toraja Regency Population Office. Through the approach of Public Service Motivation with indicators of attraction to public policymaking, this study explores how employee motivation contributes to the optimization of population administration services. The research method uses descriptive qualitative analysis, involving interviews with employees at the North Toraja Population Office as the main data source. The results showed that the level of interest in public policy formulation varied among employees of the North Toraja Regency Population Office. Structural officials, including service heads and field heads, showed high interest and interest in the public policy-making process. Meanwhile, staff-level employees and operators showed a lack of interest in public policymaking. The results of this study provide valuable insight into how employee motivation affects their involvement in the public policy-making process, which in turn can affect the quality of population administration services. The implication of these findings is the need for efforts to motivate and involve broader employees in the public policy process, as well as provide appropriate incentives and training to increase their interest in policy formulation that supports more optimal population administration services.

Keywords: *Public Service Motivation; Optimizing; Public Policymaking*

Introduction

Public service is an important component in carrying out government duties, and population administration services are one of the key aspects in this regard. In carrying out government duties, public services have a central role in meeting the needs of the community. Public service motivation is necessary for public employees in government-owned enterprises (GOEs) to be successful in serving the public and eventually help with their jobs or careers (Kuo Tai Cheng 2023). Public service motivation refers to the type of motivation to perform behavior that relates typically to the public sector, such as altruism or public interest (vandenabeele 2006). The Population Office (Dukcapil) has a great responsibility to provide quality population administration services to the community. Population administration services are an important component of government related to population records, identity cards, birth certificates, and other important documents. Effective and efficient population administration services are essential to ensure the rights and interests of citizens are protected, as well as to meet the administrative needs needed in various aspects of life.

However, a phenomenon that often arises is the lack of employee motivation in providing optimal services to the community. This can be caused by various factors, one of which is a lack of interest in the formulation of public policies that support good population administration services. Employees whose main tasks are related to policy formulation display high levels of the 'Attraction to politics' dimension of PSM (Simon et al 2013)

The theory of Public Service Motivation, developed by James L. Perry, posits that the motivation of public sector employees is not only driven by economic factors, but also by an intrinsic drive to make a positive contribution to society. One of the main indicators in the theory of Public Service Motivation is interest in public policy making or "Attraction to Public Policy Making." This interest reflects the extent to which an employee feels interested and involved in policy-making processes that can affect public services.

Interest in policy formulation also plays an important role in creating a conducive work climate in Dukcapil. When all employees feel interested and involved in the policy-making process, it can increase morale, collaboration, and a sense of ownership of the results achieved. The participation in the process of policy formulation is a reinforcing factor of an individual's self-esteem. And being able to influence public policy is a central motive within Attraction of public policy making (Adrian Ritz 2011)

The Population and Civil Registration Office of North Toraja Regency has an organizational structure ranging from structural officials to technical staff and operators. This research involved interviews with various officials, staff, and technical personnel in the agency, to understand the extent to which interest in policymaking affects population administration services and achievement of service targets.

Interest in public policy formulation should be relevant for all Dukcapil employees. Because the policies and regulations that apply in population administration affect every aspect of the services provided to the community. Public service motivation as a possible influence in the attractiveness of government as an employer by embedding it into a person-organization fit framework (Vandenabeele 2008)

For Dukcapil officials, interest in public policy formulation is key in directing operational policies that suit the needs of the community. Officials have an important role in overseeing and directing policies to improve the efficiency and effectiveness of population administration services. For staff, such as technical personnel and operators, interest in public policy formulation is important in understanding and implementing applicable rules and regulations. They spearhead direct service to the community, and when they feel interested and involved in policymaking, they are better able to provide good explanations to the community and solve problems that may arise. Lack of motivation can result in suboptimal service, a long time to complete documents, errors in data processing, and community dissatisfaction.

This study tries to bridge the understanding of Public Service Motivation, especially attraction to Public Policy Making, with the context of population administration services in the North Toraja Regency Population Office. This study will look at the extent to which interest in public policy formulation affects the motivation of Dukcapil employees to provide optimal services. By understanding this level of interest, we can better understand its impact on public services and look for ways to increase employee motivation in carrying out their duties.

Perry and Wise (1990) define Public Service Motivation (PSM) as an individual's tendency to respond to the unique underlying motives found in public institutions and organizations. Public service motivation contains meaning as motivation that encourages a worker or employee to provide the best service to the public.

It is based on the opinion that there are interested and motivated to work in the public sector. Three motives are characterized in Public Service Motivation (PSM), namely, the first rational motive which is based on individual utility maximization where individuals are interested in working in the public sector because they have an interest in supporting a particular private sector when they have authority in formulating public policies. Second, normative motives are based on a desire to serve the public interest and loyalty to duty and government. Third, affective motives are based on emotional factors or commitment to a program based on beliefs about its social benefits and a sense of patriotism.

Public Service Motivation (PSM) which is generally found among employees in the public sector is related to four dimensions, namely:

1. Attraction to public policymaking, this dimension relates to the motivation to achieve achievements that enable individuals to achieve inner or personal satisfaction.
2. Commitment to public interest and civic duty, this dimension relates to the desire to serve the public driven by sincere belief and compassion for social interests.
3. Sympathy (compassion), this dimension is characterized by the desire to help others, the importance of others, the attitude of feeling the feelings of others, and other social desires.
4. Attitude of self-sacrifice, this dimension is related to the attitude of love for the motherland, responsibility to duty, and loyalty to the state, high awareness to share and sacrifice for the survival of the organization

Perry and Wise (1990) suggest that the level and type of public service motivation among public sector employees have a significant relationship to job choice and performance of a public employee, as well as to organizational effectiveness in achieving its goals. This means that the higher the level of public service motivation an individual will be, the more appropriate it will be to be placed in a public sector organization. In addition, an individual who has a high level of public service motivation will show meaningful work performance in various jobs related to social justice, loyalty to the state, and social community programs.

Some characteristics of Public Service Motivation are altruism, having an ethic of service, and humanity, including a great desire to make a better difference, the ability to make an impact on public affairs, a sense of responsibility to help others, and integrity in doing something that benefits society, as well as a tendency towards intrinsic reward rather than just pursuing a salary and a good job. safe (Xiaohua, 2008).

Crewson (1997) states that Public Service Motivation is oriented to serve individuals, orientation to help others, and enthusiasm to obtain achievements that are intrinsic or service-oriented without economic orientation to be useful to society. This theory is based on the opinion that there are interested and motivated to work in the public sector.

This opinion is also supported by Brewer (2000) who revealed that some individuals have strong norms and emotions to serve the public sector.

The theory put forward by James L. Perry and Wise (1990) says that the interest of civil servants in public policymaking is expected to have an impact on the services provided to the community. Motivation related to attraction to public policymaking departs from a rational perspective that describes individuals in the public service process with the opportunity they have to participate in public policy formulation.

Method

This study used a qualitative approach with an interview method as a data collection technique. The qualitative approach is used because through qualitative research the researcher intends to obtain an in-depth picture of the application of the principles of Public Service and its service performance (Irawan, A., & Faturahman, B.M. 2019). The respondents interviewed consisted of officials, staff, both technical personnel and operators at the North Toraja Regency Population Office. The interviews were conducted with a structured question guide that focused on their interest in public policy development and how this influenced their motivation to provide population administration services. As stated by Denzin and Lincoln (2009), qualitative research is used to dig deep information into the emphasis of process and meaning.

Result and Discussion

From the results of research conducted on employees at the Population and Civil Registration Office of North Toraja district, various views and experiences related to interest in public policy making and motivation in population administration services were revealed.

A positive view of the process of making public policy is positively correlated to the attitudes and behavior of an employee in carrying out their duties. "Attraction to politics and policymaking" is mostly influenced by political participation and sympathy for political parties (Anderfuhren-Biget, S. 2012). This can be seen when an employee has a positive view of public policy making, it means that as a public policy implementer they believe that what is done is a positive and beneficial thing for the community and makes the policy as a system of organizational performance control (Faturahman, 2019)

Attraction to public policymaking is an important element in Public Service Motivation (PSM). The interview results showed variations in the level of interest among Dukcapil employees. Some respondents, especially structural officials, showed a high level of interest in policymaking. They see this interest as integral to their role in guiding policy direction that supports better population administration services. They feel that a deep understanding of public policy is an important foundation in developing an appropriate annual work program. This reflects the awareness of the importance of interest in policy formulation in the role of service heads in managing services in the North Toraja population office.

Public Service Motivation indicates that the level of interest in policy formulation can affect employee motivation. Employees who feel interested and involved in the process of formulating policies related to the implementation of population administration services tend to be more motivated in carrying out their duties in providing optimal population administration services. They see their work as part of a larger effort to meet the needs of society. Lack of interest in policymaking in carrying out their daily duties, they focus more on the implementation of population administration services rather than playing a role in policy formulation and development.

Although they do not see themselves involved in policymaking, some employees stated that they would be more interested if they were more involved and allowed to participate in public policymaking. They feel that their participation in decision-making can increase their sense of belonging and morale.

Employee involvement in formulating policies related to population administration is still limited at the official level. The informant stated that in meetings related to rules or policies, only certain people, or officials, ranging from Eschelon II to Eschelon IV, were involved in the process. Staff, even operators, are very rarely or not even involved in policymaking. This reflects inequalities in participation in policy processes, which can hinder employee motivation.

This shows that employee interest is only at the level of duties and orders from the supervisor of each section. Conditions like this the authors conclude that their disinterest because most of their time has been consumed to carry out the tasks assigned (Irawan, A., & Faturahman, B.M. (2019).

A deep understanding of public policy allows Dukcapil employees to explain well to the public, especially when problems arise. This reflects the close relationship between interest in policy formulation and the knowledge needed to deliver good services. This knowledge can improve the quality of service and give employees effective tools to answer questions and address any problems that may arise.

Table 1. Data Reduction of *Attraction to Public Policy making*

No	Indicator	Aspects of Attraction to Public Policy Making	Linkage to Optimization of Population Administration Services
	<i>Attraction To Public Policy making</i>	Leadership responsibility for population administration services	- The head of the service is interested in actively participating in the preparation of public policies because it is a form of responsibility for the smooth running of population administration services, and the role of leaders in formulating policies is the key to improving the optimization of population administration services.
		Compliance with rules and technical instructions related to the preparation of population administration policies.	- The head of the office considers it important to adhere to the latest regulations and technical guidelines in the preparation of policies and ensure that the policies prepared are always in line with the latest regulations relevant to population administration services. - Dukcapil employees are interested in following any changes in policies and rules for better services so that employees can provide effective and efficient population administration services.
		Policy development process	Involving various parties in the form of Focus Group Discussions (FGDs) allows the formulation of policies that are more accommodating to the needs of the community in population administration services.
		Employee participation and contribution to policy development	- Active participation in policy formulation is shown by structural officials Each field in the population office - Not all employees are involved in the policy-making process, sometimes only certain officials are involved in policymaking, while staff and honorary staff are rarely or not involved. - Operators feel that involvement in policy development can provide new ideas or thoughts to improve digital identity services, but limited authority often prevents operator staff

No	Indicator	Aspects of Attraction to Public Policy Making	Linkage to Optimization of Population Administration Services
			involvement, Limited involvement of staff and honorary staff in policy development can be a challenge, but they have valuable insights that can be provided if involved.
		Program development and public policy innovation	- Every field in the Population Service should actively participate in the formulation of policies related to population administration services. The involvement of all fields in policy formulation ensures that different aspects of digital population administration services are covered in the policy. Being involved in programming can help develop ideas and innovations in civil registration services.
			- The head of the field is interested in creating programs and service innovations to achieve optimization of population administration services and set service targets.
		Effective communication and socialization to the community	- Continuous socialization to the community regarding population administration services is needed. - The lack of socialization of population administration regulations and policies affects the optimization of population administration services, especially in the form of achieving non-optimal service targets.
		The role of leaders in supporting interest in public policy making by employees	- Leaders provide direction and responsibility to each field to propose programs and policies at program preparation meetings that support the optimization of population administration services.

Source: Compiled by the author

In general, structural officials including the Head of the Population and Civil Registration Office, Head of Dafduk, Head of Piak, and Head of Innovation, at the Population and Civil Registration Office of North Toraja Regency show a level of interest in the preparation of population administration service policies. And participated in the preparation of the policy, because of the awareness that the importance of interest in the preparation of public policies is a form of responsibility in carrying out tasks to ensure effective population administration services by the needs of the community.

In the formulation of policies related to population administration services at the Population and Civil Registration Office of North Toraja Regency, the level of participation of some employees in the ducktail is very low, especially staff and honorary staff. The main role in the formulation of this policy is held by individuals who have positions. This suggests that there is limited involvement of staff and honorary staff in policy formulation, so their understanding of policy issues is often limited. This lack of involvement also results in a lack of opportunities for staff and honorary staff to voice their views and experiences that may be relevant to policy formulation.

Although involvement in policy development currently focuses more on structural officials, staff and operators at the Population Office have also shown interest in being more involved if given the opportunity. There is a desire from staff and operators to be more involved in this process. The views of employee informants who served as staff and operators revealed that in practice, only certain officials were involved in policy formulation, while staff and honorary staff were often not involved. So that as implementers, staff, and operators in carrying out their daily tasks only reflect compliance with the rules and technical instructions that have been determined by the center, and are not involved or do not show interest in participating in the preparation of policies related to administrative services, because they think that policies related to population administration are not an obligation for staff or honorary employees because by the main duties and functions of the staff are only as implementers of each policy and are not directly involved in the preparation of these policies.

Increasing the participation and involvement of staff and honorary staff in the civil registration policy-making process is essential, as it opens opportunities for diverse perspectives and experiences to be considered in policy formulation. It is therefore important to review practices related to policy formulation and consider a more active role for staff and honorary staff in this process, which in turn can improve the quality of policies and public services that are more responsive to community needs. Regarding the achievement of population document service targets, the population office has actively developed programs and policies regarding population administration services contained in the Annual Budget User List by programming pick-up activities for population document services, recording ID cards and digital population identities to schools and even to sub-districts and villages in North Toraja district. This is done so that ownership of population documents in the North Toraja district can be optimized. This is one form of service policy innovation taken by the population office as one of the steps to optimize ownership of population documents.

In addition to establishing an annual activity program, the population office also carries out socialization of regulations related to population administration which is carried out both with related stakeholders and with the community with the hope that services can be more optimal, and all people are aware of the importance of having valid population documents.

The implications of interest in the formulation of public policies for improving the quality of population administration services in Dukcapil North Toraja Regency are employees of the population and civil registration office of North Toraja need to understand that interest in the formulation of public policies can affect employee motivation in providing optimal services. Therefore, there needs to be an effort to increase employee interest, especially for those who feel less interested. This could include training, more active involvement in policy processes, and increased awareness of the importance of policies in carrying out day-to-day tasks. Dukcapil management must consider employee involvement in the policy-making process more evenly. More inclusive participation motivates employees, allowing them to feel ownership and impact in policy planning and implementation. This could include facilitating discussion sessions, developing working groups, and ensuring that different groups of employees are involved in the policy process. Dukcapil management needs to provide adequate access and training to employees so that they have a deep understanding of public policy. This understanding is an important tool in providing quality services and in answering people's questions and problems well.

To achieve the goal of improving the quality of population administration services, these measures must be implemented carefully and consider the diversity of roles and responsibilities of employees in Dukcapil. Thus, Dukcapil North Toraja Regency can maximize the potential of its employees and achieve the target of population administration services.

Conclusion

Interest in the formulation of public policies in the context of population administration services has a significant impact on implementing population administration services optimally in the North Toraja Regency Population Office. A lack of interest in policy formulation can lead to a lack of motivation in providing services. Therefore, agencies need to pay attention to and increase the level of employee interest in the policy-making process, so that they can be more motivated to provide good service and achieve the service targets set. Employee involvement in policy formulation is still limited to the level of officials within the scope of the Dukcapil service. Attraction to public policymaking, especially by structural officials in the population and civil registration office of North Toraja Regency, shows a high level of attraction to public policymaking. They see this interest as integral to their role in guiding policy direction that supports better population administration services. However, employees who do not hold staff-level positions as well as operators express a lack of interest in policy formulation. They may see their duties as more focused on the implementation of population administration services than on roles in policy development. In the context of Public Service Motivation, this level of interest affects employee motivation in carrying out their duties. Therefore, agencies need to maintain and increase attraction to public policymaking so that population administration services can continue to be improved. Dukcapil employees need to have in-depth knowledge of public policies related to population administration. Employees who are interested in public policy formulation tend to have a better knowledge of the rules and regulations related to population administration services. This knowledge is an important tool in providing quality services and in answering people's questions and problems well. A deep understanding of public policy enables Dukcapil employees to explain well to the public and to provide services by applicable regulations.

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