

HUMAN RESOURCE AND LOCAL CULTURE-BASED PUBLIC SERVICES IN SUPPORTING RURAL AREA DEVELOPMENT

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Abstract. *The development of rural areas is largely influenced by the quality of public services provided within the village. Improving the quality of these services depends heavily on the capacity of human resources and the integration of local culture, in line with the principles of good governance that encourage multi-stakeholder involvement. Rural development based on the collaboration of multiple stakeholders is in accordance with the paradigm of sustainable and holistic development, which takes into consideration the ecological and potential nature of the area. Through the utilization of local strengths and the promotion of partnerships, villages can improve the capabilities of human resources, use local cultural values, and optimize natural resources or flagship village products to support regional development.*

Keywords: Area Development; Good Governance; Public Service

1. INTRODUCTION

Rural development is now a national priority, as indicated by Indonesia's programs like the Village Fund and the "Koperasi Merah Putih" program that is currently being run (Dan & Masyarakat, 2023). Law Number 6 of 2014 concerning Villages prescribes the governance of village administration, development, guidance of the community, and empowerment. In support of the implementation of the law, several regulations have also been defined at the regional and village levels. These regulations serve as the foundation for how village governments deliver public services, ensuring that development efforts align with legal standards and community needs.

The village government is tasked with the provision of public services, which are governed by a number of critical policies, such as Law No. 25 of 2009 on Public Services, Law no. 6 of 2014 on Villages, and Ministry of Home Affairs regulations on Minimum Service Standards (SPM) for villages. These standards provide comprehensive guidelines for the provision of services, such as demands, timelines, outputs, and complaint and program evaluation mechanisms. Human resources, especially village officials, need to be well-equipped with education and competencies because they are vital in sustaining village development. Moreover, local cultural values play an important role in delivering public services, especially in the framework of inclusive development.

Quality public service delivery, in line with bureaucratic principles, requires competent human resources aligned with their roles and responsibilities. This is also in line with the requirements of good governance, which calls for government agencies to actively interact with private sectors and society. Such interaction improves the overall quality of human resources so that the spirit of public service is not merely a motto, but one that is truly backed up by readiness in personnel and systems (Jufri, 2019). Ongoing monitoring

in recruitment and performance appraisal is needed to offer consistency and accountability in preparing qualified human resources for high-quality public service delivery.

2. RESEARCH METHOD

This study employed qualitative descriptive research methods, aiming to comprehensively understand the phenomena experienced by the research subjects, producing descriptive data in the form of words or spoken words. The study was conducted by reviewing literature or articles to draw conclusions.

3. RESULTS AND DISCUSSION

Human resource and local culture development implementation to facilitate public services is directly linked to the relevant regulations. This is because developing situations that require a response especially in soaking up the readiness of human resources and local cultural values require these regulations. These regulations are relevant at the national level, through the regional governments, to the villages. A common issue with such regulations is inconsistency in their application, especially in aspects such as authority, funding, supervision, capacity-building, and law enforcement. As a result, the readiness of human resources and local culture in supporting public service delivery is heavily influenced by the interplay between central and regional government frameworks (Lobubun et al., 2022).

The relationship between human resources and local culture readiness and public service performance is also shaped by bureaucratic systems, particularly those adopting e-governance concepts that encourage institutional synergy. This aligns with the pentahelix model of development, which emphasizes the participation of various stakeholders in building regional capacity. The low digital literacy of human resources, however, limits the application of information technology in supporting quality public services. This digital divide has become a barrier to the achievement of government and national development agendas, especially since digital government has become a necessity in the industry 4.0 age (Akpan-Obong et al., 2023).

3.1 Human Resource

Individuals are the most significant determinants of success in any organization or institution. Human resources encompass both intellectual and physical capacities, as well as traits influenced by heredity and environment. Amiruddin views human resources as people who perform tasks or provide services, either in material form as products or service provision. In the form of workers or employees, human resources are organizational capital.

Nonetheless, disparities in human resource readiness are evident through regional development inequalities, particularly in competitiveness across areas. National and local assessments often reflect these disparities based on indicators such as education level and other human capital metrics.

Human resource development is directly linked to efforts to raise or develop individual competencies. Developed competencies are likely to foster innovation and public service delivery. However, education gaps remain a critical hindrance to the quality improvement of human resources, especially the integration of local culture, which also relies on educational attainment.

Human resource development is a long-term process, particularly given that the average educational level of village governments remains relatively low. Educational quality must be enhanced to improve work performance and, in turn, professionalism, which may be equated with responsibility in work. Human resource development may then be interpreted, according to these perspectives, as the training and education of individuals for the development of their intellectual and theoretical abilities for the sake of enhancing work performance.

Within the context of the acceleration of development, it is crucial to prepare human

resources that are competent, superior, founded on a good scientific basis, and capable of adapting to the needs of the digital era. There is a necessity for collaboration among stakeholders to mitigate the challenges of Industry 4.0. This asserts that human capital development is most significant in increasing innovation output (Utomo et al., 2020). Here, competency enhancement must be conducted in coordination with all stakeholders based on the principles of good governance. This is especially required for rural economic development, for example, through support for MSME development as a strategy for village development (Marasabessy et al., 2023).

3.2 Local Wisdom

Local culture can be understood as the traditions and norms of a specific ethnic group, region, or community. Culture can be shared or specific to certain communities. Local culture is often manifest in everyday practices that render one community distinct from another. Its strategic importance is highly dynamic, transforming in relation to the demands of the problems that confront society. Local culture, as it is, is a collective identity that requires a receptive and adaptive approach.

Integrating local culture into public service delivery requires creativity in blending various local potentials to address modern challenges, including improving service quality. This aligns with the concept of "public ecology," considering Indonesia's rich ethnic diversity, which makes services more contextual without compromising cultural identity. While local cultural practices already exist in communities, systematic scientific studies and structured implementation remain limited. As a result, local culture has not yet become a well-established framework in supporting public service delivery (Tahir et al., 2023).

Utilizing the potential of human resources and local culture is crucial to developing a region through quality-driven services tailored to local strengths. Supported by governance principles, natural potential can also be utilized with respect to the development of the quality and quantity of local flagship products (Mawardi & Abidin, 2020). Similarly for the tourism industry, where success depends to a great extent on the innovative potential of human resources and the cultural identity of the host population—both needing perpetual development and stakeholder patronage (Prasetyo, 2021).

3.3 Public Service

As previously discussed, public service is closely tied to bureaucracy and the principles of good governance, which emphasize sound government management (Mustikaningsih, 2023). Public service refers to the provision of services based on the needs of the community, guided by the standards and procedures set within the organization. At a national scale, public services may involve goods or services offered by the state to meet the needs of citizens.

According to the Minister of Administrative and Bureaucratic Reform Decree No. 63 of 2003, public service is all types of activities associated with services carried out by public service providers to fulfill the needs of service users or to fulfill regulatory requirements. Public service providers acknowledged by the decree are government institutions, including ministries, departments, non-ministerial organizations, secretariats of highest state institutions, state-owned enterprises (BUMN), and regional government agencies. The service recipients are individuals, communities, government institutions, and legal entities.

Despite these provisions, innovation in public service delivery remains low due to factors such as inadequate coordination, collective responsibility, accessibility, and readiness for change. Apart from human resources and infrastructure, social engineering is also required that includes changing mindsets, behaviors, and cultural norms (Rohmanu et al., 2023).

Disparities in public service delivery have been at center stage, particularly when viewed through universal parameters that hold well during the Industry 4.0 era. These disparities are no longer within national or regional boundaries but are viewed in the

global context now. Parameters such as online service efficiency, telecommunications infrastructure, and human development indexes can be viewed through the e-governance lens that facilitates improved governance performance by the government, private sector, and civil society (Gupta et al., 2020).

CONCLUSION

The readiness of human resources and local culture in accommodating the delivery of public services cannot be separated from their readiness to remain in line with science and technological development, particularly against the backdrop of the Industrial Revolution 4.0 era. Utilization of local culture also requires creativity, especially in its blending with information technology. Readiness of human resources and culture in the delivery of public services is among the competitiveness indicators whether it might be at the local, national, or international level.

Being an archipelagic country with rich ethnic and cultural diversity, Indonesia has great potential in leveraging local culture in enhancing public service quality. Human resource development and the use of local culture in public service delivery facilities are aligned with sustainable and inclusive development principles because they allow room to accommodate the unique culture and developmental potential of each village.

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