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The Implementation of Alternative Management Policies of the Public Service in the Company Taps Majalengka Indonesia

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Abstract:

The aim of this research is to identify and analyze the implementation of policies alternative management of public service in PDAM Majalengka issued by KEMENDAGRI (No 118/96/PUM) about zoning alternative management pilot program receiving public services and determination letter from the secretary of the province of West Java area (No.061/2332/org) which explains where Majalengka is one of the pilot areas for the program beneficiaries directly implemented and supervised by the ministry of home affairs. Chosen as the theme of water services in this study, because the researcher realized how important the role of water for life. This study uses qualitative methods, using primary data and secondary data. Primary data obtained through in-depth interviews about perceptions about the policy. Secondary data collected in the form of the chronology of policy, legislation and news about research themes. Results of this study showed that the policies implementation of alternative management of public services through standards and aspects of the policy objectives, the source - the source policies, effective organizational communication funding, characteristics of the implementing agency, the attitude of implementers, economic environment, social and politics. Basically public service alternative management policies in terms of water services in PDAM Majalengka has gone well, but the results are not optimal.

Keyword: *Implementation, policy, alternative management of public services*

1. Introduction

One the important milestones in implementing the public service with the enactment of act No.32 of 2004. As for essence of the law is essentially decentralized is one way of cutting red tape, thus speeding up the service to the community. In line with this to improve public services in organizing government issued Act No.25 of 2009 about public service that essentially mandates that the state shall be obliged to satisfy the needs of every citizen through a system of governance that supports the creation of the organization of the public service.

One of the types public services is a service of clean water which is managed by the company in the area of drinking water (TAPS). The function and application of clean water more than just physical needs of human beings. Clean water also serves as a vita; necessity in moving to the various activities of the economy, particularly in the area of either the city or the Country including in diverse areas of industry. Associated with the service of clean water, population growth from time to the time that continuous to increase. TAPS Majalengka Regency which become the focus of discussion in this study through the regional drinking water Company Majalengka Regency is claimed to be able resolve the existing problems. As a business entity that is engaged in the field of public services as well as the pursuit of income from sales of clean water services, Local water supply increasingly confronted Majalengka Regency on challenges to continually improve. The quality with service of orientation on the efforts the fulfillment and satisfaction improvement society, so the more the trust grow simultaneously binding the loyalty of the community.

TAPS Majalengka Regency serves as the business entity belonging to the area of the operations under the supervision of Majalengka Regent through Supervisory TAPS and have basic tasks i.e. organizes the management of drinking water to improve the welfare of society that includes aspects of social, health, public services and contributing to the revenue based on the classifications of the TAPS, TAPS Majalengka Regency is included in the category of type B TAPS, because the number of customers TAPS Majalengka 14,913 SL. So, that the arrangement of the Organization TAPS Majalengka Regency is composed of one (1) Director and three (3) the head of the wing Section the Administration section and the finance, engineering section and the relationship of the subscription, each part can have a minimum of 4 and maximum of 5 sections. For the unit of the branch is headed by a Chief of unit-level head of section and is responsible directly to the Board on.

Directors of TAPS Majalengka Regency has 10 branch offices and units spread over 9 districts, with the number of employees as many as 125 people, consisting of 3 people, 3 people managing director head of section, 112 full-time employees, 80% of employees 3 and 6 honorary power based on findings in the field are supported by data sources from TAPS Majalengka Regency found indicator problems relating to complaints against the public services provided by TAPS Majalengka Regency include. 1) Service system TAPS still running manually, the data base of customers has not been systematically collected in the billing system are still manual and printing receipts are still manual, the payment system is not yet online and around the branches and units. 2) Governance of the ministry has been running pretty well, but the culture ministry that puts customer satisfaction service to the customers still need to be on the increase: SOP, SPP, information and publication is not yet formulated. 3) Branch and unit as a frontliner Ministry, have not been explicitly about the position, its duties and authority is clearly.

Indicators based on existing problems in Majalengks Regency TAPS above may also be

Noted that Since enactment of law No. 25/2009 on public services, local government service providers as required to continue working to rehabilitate access as well as a host of service quality as well as response (responsive) to the needs of the user community service. Public service improvement efforts can be carried out effectively when it is based on the expectations of users of the service.

To provide quality service, Regional drinking water Company Majalengks Regency encourages employees in the environment to follow activities of empowerment through education and training such as technical training, management training and a variety of other training, one of them in order to Increase his Ministry, TAPS Majalengka Regency in order to improve the quality of public services and to implement a policy of improving the services of alternative public service management in line with the mandate in law No.25/2009 on public services in collaboration with the DSF World Bank has done the preparation of a strategic management system alternative management of public services and in line with the letter of minister of the interior (No. 118/96/PUM). Based on explanation above, this research focus on the implementation of alternative management policies the public service TAPS Majalengka. Thus, you can deduce the research title: "implementation of alternative Management policies of the public service in the areas of drinking water Company Majalengka Regency"

2. Theoretical Framework

The Concept of Public Policy Implementation There are many concepts to the study of the implementation of the selected policy. Dunn (Darwin; 2000:56) mentions there were two corners of understanding related study implementation that is the viewpoint of the science of public administration and political science from the viewpoint of the science of public administration, at the first implementation only seen merely implementing policy effectively and Efficiently only. However, towards the end of the world war II, this view was the more popular not. While from the point of view of political science was not limited to that, it is far reaching administrative policies and provisions to legislative, public reference changes and new technologies.

Understanding Public Policy Implementation Grindle (1980:1) States that: the real public policy Implementation is not just relevant to the mechanism elucidation of political decisions into routine procedures through bureaucratic channels, but more than that, yes, the decision regarding the issue of conflict and who gained nothing from one policy. Policy implementation Approach for the purposes of the implementation of the policy, is not a monopoly of linearly only. But it can be adopted from the other social sciences, both from the political science expert, an expert on organization and management as well as from other experts. In other words, for the purposes of the implementation of the policy required a comprehensive approach and in line with the expressed Nicholas Henry (1998: 19) as follows: 1) Political Approach 2) The structural approach 3) The procedural Approach and production management 4) Approach to Behavior

Alternative public in the TAPS of the Majalengka Regency The umbrella organization of the Ministry of justice in public in Indonesia is law No.25 of the year 2009, regarding the service of the public. In this law governs on the principles of the public service the public, in addition to that in law No.25 is also in the set of public service in implementing sanctions. Act No.25 of 2009 on the Ministry of the public also became a reference and basic framework in conducting assessment and SMS, MAPP, in addition to some of the rules below. Assessment instruments used in strategic Management System preparation the mechanism of alternative organizing Services (SMS MAPP) TAPS Majalengka uses a variety of approaches that can support the sharpness of analysis.

3. Methodology

This research focuses on the effort to understand the dynamics that occur in the implementation of alternative management policies of the public service in this research is a study of alternative management policy implementation of the public service in the Areas of drinking water Company in Majalengka Regency. The dynamics of that question is how to improve public services in the corporate environment the area drinking water management policy in Majalengka Regency through alternative public service.

The approach used in this study is a qualitative approach with descriptive analysis methods, methods of qualitative approach is expected to study about the implementation of alternative management policies to the quality of public services in the drinking water companies this Majalengka Regency will be able to provide accurate information so that it is very helpful to the process of information and interpretation of the data obtained. The qualitative approach that emphasizes the epistemological method in this research are expected to give birth to reformulating study of alternative management of public service in the context of improvements to public services an enterprise environment area drinking water Majelngka Regency, from a combination of perspective examined, as a perspective of the researcher themselves.

4. Results and Discussion

4.1. Aspects of Standard and Policy Objectives

A policy assert the standards and the policy objectives that must be achieved by implementing the policies. It had done because the performance of a policy is essentially an assessment of the achievement of the policy objectives and standards. Therefore, the government policy will be effective when destinations clearly deduce, precise and consistent among policy makers with implementing the the goal you wish to achieve. Assertiveness in an effort very important objectives that the executor has a strong legal basis in carrying out policies, especially policies management public service alternative TAPS in the District of Majalengka Regency.

Policies that govern implementation of a policy of alternative public service management in TAPS Majalengka Regency based on top of the enactment of law No.25/2009 on public services, the local government Country of Majalengka as services are required to continuously strives to improve the quality of service or access well as response (responsive) to the needs of the public service. TAPS Majalengka Regency in order to improve the quality of public and to implement a policy of improving the services of public alternative management in line with the mandate in law No.25 /2009 on public service in collaboration with the DSF world Bank with the legality of the letter of Minister of the Interior (No.118/96/PUM) 3 June 2010 about the setting of the pilot area of the recipient of the alternative public service management program (MAPP/AMSD) and letter of assignment Secretary Prov.Jawa Barat (No.061/2304/org) date 14 June 2010 that explains where the Majalengka Regency is one of the pilot area of the recipient to be carried out and supervised program in directly by the Ministry in the autonomous of management the alternative public service.

It is emphasized again with staple regulation and decentralized summarized in 3 of the act, namely act No.32 years 2004 2004 equalization between the Center and regions ad act No.34 year 2000 on tax and regional levies. Where he set up the third act with has given new powers for local governments, which the respective clarity of direction that you want to achieve and the given flexibilities is already larger than the previous one. The formulation of political science TAPS Majalengka Regency must refer to the vision of public servants nationwide combine on a vision of the district that is as follows "Majalengka Regency" advanced and prosperous society that is based on faith and piety." As for who becomes his vision as follows: Realize the human resources the quality of the believers, pious and intelligent, healthy viable ones, as well as mastering science and technology (science and technology). Realizing a stable regional economy, with resting on the construction of the economic populist-based agribusiness. Realize a proportional infrastructure sustainable. Realize the new good governance

Realizing the environmental sustainability in line with the description given by the informant is so concerned with the vision and mission of the Majalengka Regency above basically TAPS Majalengka Regency is an autonomous institution that fully be management rights and responsibilities of the company. Relations with the local government as the owner of the company in formulation through the establishment of a supervisory body consisting of the amends of the regional government agencies, intellectual circles and the representative of the customer associated with the operational TAPS.

Findings the results of the initial mapping-related processes in the Ministry along with the instruments of his supporters, from the aspect of strategic management system showed that need TAPS majalengka Regency and redesign need to do against the vision and mission that has been in existence, this is intended so that the direction of development and the goal of TAPS TAPS into purposeful and measurable, as the vision and mission that is in the value by the technical team was too ambitious not in accordance with the kempuan TAPS.

Based on the results of the internal intervals conducted by Government of majalengka Regency development against result the first stage RPJP areas or RPJM years earlier also looking closely at the dynamics of the construction of regional and national as well as the potential of the district or capital base that is owned by the government goals focused not on economic growth, but also on improving the quality of human resources (HR). This is in line with the description provided by informant as follows:

"capacity building of Human Resources in Majalengka Regency became one of focus targets for improvement of public service in Majalengka Regency, MAPP program improvement of public service in Majalengka Regency can run better with roles and stakeholder associated with the description given by the employment basically in the quality of the increase in Human Resources, is expected to manage the potential areas put away from humans as the central, so that the community not only as a subject that is able to play a role in all processes development activities."

Any policy that has been set with the policy based on fact not higher on follow by budget as commission act. Based on the new budget set forth in majalengka Regency budgets after the change for 2010 is Rp.51.288.508.00 until Rp. realization of product with 43.437.295.948.00 or 84,69% of the budget. Shopping, realization of Rp. 17,754,199,193,00 or 97,51% of the target budget is Rp.8,207,913,358,00 shopping goods and services, with nothing of IDR realization 6,680,030,800,0 or 76% of the target budget of Rp.8,712,133,000,00 capital expenditures, with close to realization of Rp 19,033,065,00 or 77,98% of the target budget of Rp. 24,368,114,150,00.

Public service programmes to be implemented by the policy development of alternative public service management in Majalengka Regency TAPS give impact on the planning activities of the budget should be drawn up on the basis of performance by using the standard analysis of shopping. Mechanism of the enhancement of the public service is carried out by regulation based on state apparatus No 25.

A policy should be formulated clearly and consistently, it is regarding the aims and objectives that would be like to be realized and how to implement. The policy implemented by the executor normally have not been describe in detail, therefore the government must into operational guidelines and form junk is which is set with clear, complete and consistent. The standards and the policy objectives defined in the content of a particular policy should be achieved by implementing the policies. To achieve the necessary firmness due

to performance level policy is essentially an assessment of upper level standards and objectives so it can present guidelines for evaluating whether a policy that succeed or fail.

Difficulty in determine the goals and policy objectives mainly lies in the aspect of identification. In line with the opinion of the Van Horn Meter (1975:464) where there are two causes why the identification of goals and policy objectives often meet difficulties, namely the first caused by a too broad program areas and nature destination complex. The second result of the haze and contradictions in statement the basic measurement and policy objectives.

4.2. Aspects of Policy Resources

One on the aspects of the causes not the achievement of policy objectives is a limited source of labors as well as good policy and infrastructure as well as the time so that the desired results are not achieved. Consciousness in the form of the organization as a tool to achieve a goal is often difficult to successfully tap the resources of the organization was very limited, where an organization is certainly often dealing with aspects and effectiveness.

Resources policies crucial in the effective policy implementation. Without the sources policy formulated on paper will just be a plan and there has never been its realization. The cause is not the achievement of policy objectives, among others, the limited resources, both personnel, material, time act. The sources that are worthy of note in support of the success of the implementation of the policy include funds or other stimulants(incentive) that encourage and streamline effective implementation.

In implementing the policy of alternative public service management in Majalengka Regency in the implementation has been supported by the human resources department apparatus consisting of the local government, the head of the TAPS, executor and supervisor. TAPS Majalengka Regency is included in the categories of TAPS go type B, since that time the number of subscribers TAPS Majalengka 14,913 SL. So that the arrangement of the organization TAPS Majalengka Regency are consists of 1. Managing director and head of the section 3: administrative and financial section. Part engineering and part relationship subscription, each can have a minimum of 4 and maximum of 5 sections.

Based on the conditions existing in the company exiting area drinking water the Majalengka Regency, in carrying out the policy of the public service that has been established through alternative public service management program, with all the limitations that exist in implementing public service TAPS Majalengka Regency, potential by PDAM Majalengka Regency in implementing a policy of alternative public service management in line with the description given by the informant in this also can't regardless of the availability of means of supporting activities, office and to the clarity of the information delivered from the central office to regional office of TAPS in Majalengka Regency.

In implementing the policy turns out to be a lot of failure that is affected by the ability of the personnel that are less reliable. The number of personnel that many did not guarantee the success of an implementation of policy, if not in the align with skill and expertise. However, on the other hand is the lack of staff will also give rise to the question of the implementation of the policy in the quaint.

The existence of resources in implementing the policy of alternative public service management Majalengka Regency has a meaning and a large role in the life of the organization of the regional drinking water company Majalengka Regency, the achievement of business objectives of the organization quickly and easily is a great contribution of resources. Human resources regional drinking water company surroundings Majalengka Regency in line with information provided by the informant, is a resource that has a large role in affecting the success of the achievement of an objective of the regional drinking water company Majalengka Regency, it is apparent from the existence of human resources is very estimate.

Maintenance of human resources in the environment TAPS Majalengka Regency becomes very strategic because management requires a comprehensive policy of the organization. The achievement of the objectives of the organization requires the empowerment of all the components that exist in the organization including human resources. The quality of human resources has 2 characters that must be met in order to be able to be implementing good policies, namely: 1) Satisfy a sufficient amount of where is the number of personnel charge indicators will be compared with the workload, the number of target groups, as well as an area 2) Have the ability corresponding to the type of work.

The second is an important sources of information in the implementation, information has two forms, namely the first information how to obtain and consider the appropriate information to formulate policy. Second, the essential information and connect with the right data about obedience personnel against government regulation. The lack of information will result in some policies were never implemented and the lack of adequate staff is a major problem in the received data needed, as well as adequate facilities is also an important resource in the implementation of policy implementation, no facilities maybe possible but not optimal similarly with the authority.

The authority is another important source. The authority exist in many forms, from giving help to enforce behavior. Adequate authority often step especially in terms of arranging personnel-other personnel, on the other, the executor has the formal authority. But it is limited by its users. The lack of an effective authority constituted by officials, and therefore they require cooperation with other implementers the implementing if they want to implement the program successfully. Without sufficient authority, implementer cannot do certain actions to achieve the policy objectives. This means that the authority is one of the aspects which determine the effectiveness of the implementation of a policy.

The limitation of financial resources in an effort the fulfillment of public service needs clean water in Majalengka Regency with the policies of the central government, through public service alternative management policies. Quality improvement country public service Majalengka be very meaningful. It looks thought the region in conditions of limited budgetary allocations from the budgets of

public service but very large central government concern evidenced by the granting of alternative public service management program for the improvement of the quality of public services in the district of Majalengka.

Then it can be understood that the resources, especially human resources in implementing the policy of alternative public service management in majalengka regency is a budget for the public service of good will can help PDAM majalengka regency in serving society through improved public services

Support resources in the implementation of alternative public service management policy in majalengka Regency will be seen from the number of existing good precision the precision of the number of its human resources, financial resources as well as other facilities and infrastructure. Budget is a form of commitment from budget holder to the giver of the authority. Success in the implementation of alternative public policies management of will be seen from the achievement of business budget efficiency the implementation of the budget. Accuracy in the amount of the budget would constitute an effective tool for control and assessment work. The accuracy of that number will be visible and known apart from the established work plan, as well as by coordinating and communication that happens between work units, the amount of budget laid out well will be able detect the occurrence of inconsistencies of a work unit in achievement of the objectives of the organization.

4.3. Aspects of Communication

Communication is a process activity or relationship someone either through direct connection or symbols in order for other people to understand the purpose and specific objectives, communication is a policy instrument that serves to drain the orders and directives from policy makers or decision to those who give the responsibility for pursuing. Communication is said to be effective, if the message delivered by the sender of the message is the same as that received by the recipients of that message. While implementation will run effectively when measurements and objectives understood by the individuals responsible in the achievement of policy.

any government work units including units of public servants should TAPS Regency. Tricolore is involved in the process of implementation of the existing policy through this process that the budget as a means of coordination and communication. A budget that is able to detect each stage of work which can show the accuracy or clarity of use and the utilization of, therefore the budget should be communicated to all parts of the organization to be implemented.

Communication occupies top about anything that should be created and used to do to produce effective motivation, communicative influential efforts toward enthusiasm for work. Through communication then it can give a description of the work which makes employees TAPS can act with sense of responsibility on yourself that at the same time may develop a work of the employees. The existence of harmonious cooperation it hoped can improve the work of employees, because communication is associated with the entire process of the construction of human behavior in organizations.

One of the great challenges of the organization. This process is related to the flow of information on where in the flow information, there are three ways that is simultaneously, sequence and combination of both then in this desperately needed a good cooperation, both with the principal, classroom teacher with the parents who are members of paguyuban class in this report or the giving of information relating to the child's development as well as the school needs urgent for the met. Communications a process of notification of one party to the other party which may include plans, instructions, instruction-hints, suggestions and so on.

4.4. The Implementing Agency Aspects Policy

agencies, this discussion of bureaucratic structure. It further explained that the bureaucratic structure defined as characteristics-the characteristics of the norms and patterns.

Taps Majalengka Regency is an autonomous institution that fully into its management as the owner of the company is formulated through the establishment of a supervisory body made up of elements of the local government agencies of the TAPS.

The initial implementation of alternative management activities of public service that has been made by PDAM in Australia began with the socialization PMKP3 in 2010, by involving stakeholders, related organizations parts and customers who implemented by performing the initial assessment by the STC-Mjalengka and the team working group TAPS Majalengka for mapping the conditions service of the TAPS and to find out what steps/effort has been made by PDAM in Australia Ministry so that the need to make adjustments against the vision and mission. In addition to that of the ministry of governance aspects such as SOP service, information service, the slogan of the ministry, as long as it TAPS has never compiled the standards of public service.

Provided for in article 4 of the decision of the Minister of the Interior No. 8 of 2000 on the guidelines of the accounting firms regions drinking water, stated that: 1) The form of the Organization should pay attention to the load car, flexible and tailored to the development of the TAPS in the structure of the organization. 2) The form of the Organization should consider the range of control and delegation of authority are clear from the structure of the Organization efficiently and effectively. 3) in accordance with the nature of the activities of the TAPS very relevant to develop a functional Office 4) The form of organization of TAPS arranged in organizational structure, description, tasks and work that does not overlap. 5) The organization TAPS should lead to improving the services to the customers reach a decision.

The Administration section is a very important part and weight. When linked to article 4 paragraph 1 kepmandagri no 2 of 2000. The set of organizational forms should be noted about the workload the flexibilities, then it is seen that the part of the administration and finance has a hug huge workload. In this section requires a strong human resource and have good competence for control corporate finance and human resource development. The result of assessment carried out in this study showed that: 1) The absence of strategic plan development and human resources development. 2) Lack of competence map. 3) The absence of necessary regulatory map to

support services. 4) The function of research and development has not run optimally. 5) the absence of reward and punishment to the employee.

Guided by regulation of the minister of the interior No.8 of 2000, Majalengka Regency Government issued number 05 in 2006 about organizational structure and work TAPS have 1 person board of directors.

But the company TAPS Majalengka Regency does not run according to the design of the bureaucracy machine. The reality looks as operational activities which do not have a raw design standards in carrying out its work in accordance with the task anyway. This circumstance also applies in the level field. TAPS Majalengka Regency not yet have procedures and mechanisms to achieve a definite and clear because not yet equipped with the standard operating procedures. An organization must be supported with the standard operating procedures so that it can organize activities efficiently and consistently.

Basically, the policy implementers may know what to do and have enough desire and the resources to do, but in practice they might still be hampered by organizational structure where they run these activities including the magnitude of the scope of problems that need to be implemented. The clarity of the structure followed by the procedures of proper work will provide a positive impact for the implementation of the policy. Because of the organizational structure and governance work in implementation of alternative management policies in the public service in the TAPS of Majalengka Regency in corporate needs to properly set up including both aspects of personnel, equipment, financing with an emphasis on the principles of efficiency, effectiveness, and responsive in implementing public service improvement policy implementation so that the achievement of targets and policy objectives can be achieved.

4.5. Implementing Aspects of Policy

The attitude of the implementing policy is the commitment to carry out the activities in accordance with the policy set. Thus, is as good any policy has been established if the executor does not have commitments and responsibilities towards corporate. Governance policies in the policy they are effective or not right on target. Implementation of the policy will be effective when the executor did not only understand what should and will be done by them, but must also have the ability to apply policy and the intensity of their response to the control of the authority of the concerned units.

The implementation of alternative management policies of the public service on TAPS Regency Tricolore is technically implements by PDAM Majalengka Regency. Thus, the successful implementation also depends on the attitude of the apparatus TAPS majalengka regency can see from top admissions task conferred by the act and the higher authority in the spirit of implementing it.

Observations is the field indicates where the large number of problems of public service areas of clean water in Majalengka Regency, among others:

- i. limitations in capacity building of personnel
- ii. Organization of customer service still held manually, until the time of service is relatively longer
- iii. customer complaint handling have been held but not yet running optimally
- iv. strengthening of the customer is not yet running optimally

The role of oversight is needed to ensure the effectiveness

The role of oversights in needed to ensure the effectiveness of policy implementation. Organizing behavior through the program are also influential and decisive stance relative implementing tougher implemented compared to the implementation of a policy that involves a number of implementing agencies are liable to disciplinary bosses often give birth dispute between the instructions given by their respective superiors/follow the boss who has the most powerful influence over the existence of the executor.

Implementations may fail when the executors refuse what they had expected. The conflict occurs because the attitude of the subordinate goal of implementing refused superiors. The resistance is seen breaking personal self-esteem executor or extra loyalty organization. Violate their personal interests or change the organization's deeds and maintain the procedure executing on the influence by the policy. The attitude of the implementing agencies will also have an impact on liability provided in relation to the implementation of the content and limits of liability. There are two aspects, namely law and the achievement of the targets/goals.

As for the number of heads of section in majalengka regency TAPS that passion for running tasks and responsibilities most haven't run the management policy of public service despite with rules and it has been suggested by PDAM majalengka regency is not all approved to continue in deliberations with the representatives in the budget. Implementing attitude or perspective of the implementer of policies. Need for unity of attitude or perspective among policy makers (decision makers) or the formulator of policies. The implementer "bureaucratic" are likely to have diverged in the attitude and perspective about policy, and this can be a major barrier to the effectiveness of the implementation of the policy.

There are some things that cause the occurrence of differences in attitude/perspective of the officer executing the policy: 1) attitude/narrow perspective, which assumes that the sector is very important, and his job is more important than other sectors. Therefore, they will always compete to obtain support from leadership for the development and survival of the organization. 2) The attitude of the implementation perspective prefer acquisition earnings for their own well-being with the aim to improve the welfare of their own so that the policy self being neglected or walk but do not comply with the objectives. 3) The inability of the leadership of the implementing unit to select and the place the value in executing officials more responsive to this command

4.6. Environmental Aspects of Economic, Social and Political Policies

Environmental policy is an important factor towards the success of a policy will generate positive support, this situation will make them participate in the program of environmental policy. Conversely, if environmental concerns negative then it will lead to a clash of attitude so that implementation is threatened less successful or even fail completely.

Environmental conditions in Majalengka Regency TAPS into the ever-changing social good of culture, economics, politics, technology or legislation toward the implementation of the policy of the public service. At the very least is an aspects of the policy environmental policy implementation course of the coloring of improvement of public service: conflicts that arise in line with the description given by the important was in budgeting. It is, as pointed out in the information as follows:

“relation in the management of a regional company of course there is always a conflict of interest, I think it’s not just happening in Mjalengka Regency. This is related to budgeting decision-making that is definitely there.”

Aligns information given by informant States that in matters pertaining to the accuracy of the allocation of social resources, the filing of focal points that are considered important to be consideration of the Government in taking decisions. The implementation of alternative management policies in carrying out the public service in an environment of TAPS Majalengka Regency also faces political options limited yatu that they should do a normative value in the environment options are competitive.

Environmental conditions the policy management of alternative public service very influential towards the effectiveness of the implementation of MAPP in Majalengka Regency. difference of these conditions can affect perceptions about levels of the importance of the issue in tangling by a rule, if at any given time there are more important social issue then the chances of political support will decrease drastically. To consider that the discussion of the condition of the environment in implementing the policies of the public service management is inseparable from the economic resources that are useful in the Organization in order to support the success of the implementation.

In addition, social conditions, economic and political dimensions that are important in influencing the policy of alternative public service management in Majalengka Regency, there are interwoven through the implementation of change control and of support interest groups against the policies through the legislature, the executive supervisor of the executor.

In line with information the important, observation and in-depth study of aspects of economic, social and political policies in the implementation of alternative management policies of the public service on TAPS majalengka regency changing both the socio-cultural, economic, political. Public service at the TAPS of the majalengka regency in conditions of environmental, economic and demographic aspects of the policy of improvement of public service. If the environmental is positive then the policy will support anyway, this situation will make them participate in the national program of environmental policy. Conversely, if environmental concerns negative.

5. Research Findings

of the six aspects regarding the implementation of alternative policy TAPS in Majalengka Regency can be describe as follows: aspects of standard ad policy objectives, policy resources aspects, aspects communications, implementing agency policy aspects, aspects of implementing the policy, environmental aspects of economic, social, and political policies of the results study as well as a discussion of alternative management policies of the public service in the areas of clean water services in the area of drinking water company (PDAM) in Mjaalengka Regency implementation of alternative management policies of the public service is done through aspects of standard and policy objectives, resources policy, an effective organizational communication between stakeholders and local governments in a collaborative funding, implementing agency, characterized the attitude of the executor, the economic environment, social and political experience of limited sources of funds, facilities and human resources, but with the existence of communication between an effective organization of stakeholders with relevant agencies active involvement of local authorities through a collaborative funding support the course of the implementation of the policy of the public service in the District of Majalengka.

6. Conclusions and Suggestions

6.1. Conclusions

Based on the outline of the problem and the results of the study as well as a discussion of alternative management policies of the public service in the areas of clean water services in the Area of drinking water Company (PDAM) Majalengka Regency, then it can be concluded that the implementation of management policies alternative public service is done through aspects of standard and policy objectives, resources policy, an effective organizational communication between stakeholders and local governments in a collaborative funding, implementing agency the stance, implementing the economic, social, environmental and political experience of limited sources of funds, facilities and human resources, but with the existence of communication between an effective organization of stakeholders with relevant agencies active involvement of local authorities through a collaborative funding support the course of the implementation of the policy of the public service in the district of Majalengka.

Thus shows where the success of the implementation of alternative management of alternative management policies of the public service is also supported by the cooperation with the stakeholders involved in this local governments, investors and customers through collaboration improve the quality of public service improvement in PDAM Majalengka Regency, both the customer as well as the community not included in the preparation of strategic planning of alternative public service management is the TAPS of the Majalengka Regency, in terms of what the customer needs of the community, could not unilaterally determined company. To encourage better service, customer’s participation/community in the preparation of strategic planning is very necessary. So are the expectations of owners (local government of Majalengka Regency), namely in the in the area of the original increase revenue (PAD) hab=ve yet to be met.

6.2. Suggestions

6.2.1. Academic Advice

in order for the implementation of the policy on the management of alternative public service can run actively and take the results in accordance with expectations then the area as its implementation will need to perform the following steps:

- i. As the conceptual input in the development of alternative management policies of the public service needs to be evaluated further with regards to existing policy to get recommendations and directives for improvement in the activities of the public service better again
- ii. Necessary research more alnjut in order to enrich the vocabulary of science fields of public policy, particularly related to Strategic Planning given the importance of it is moreover linked to the Organization of the public service.

6.2.2. Practical Advice

Fore in order that the implementation of alternative management policies of the public service in Majalengka Regency TAPS will be more effective so that it can support the activities of existing public services then the executor area management policy alternative public service need to be services then the executor area management policy alternative public services need to be:

- i. Based on a database, then it needs to be done continuously updates data, especially the data resource organization dsn estimates future attempt dating,
- ii. Based on the evaluation of the environment of the Majalengka Regency TAPS need to take advantage of opportunities by collaborating with third parties and improve the corporate image to get good support from the community, City Government, the provincial government and the Centre.

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