

Mental Revolution Internalization for ASN Apparatur in Dinas Perizinan Yogyakarta Municipality

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ABSTRACT

The purpose of this study are: (1) to know the process of internalization of the character of mental revolution for civilian personnel in the state Licensing Department, Government of Yogyakarta City, (2) to identify factors supporters and obstacles that occur in the process of internalization of the character of mental revolution for civilian personnel in the state Licensing Department of the City Government of Yogyakarta, and (3) to analyze the impact of the internalization of the character of mental revolution against the civilian apparatus of the state Department of Licensing, Yogyakarta city. This type of research used in this research is descriptive approach qualitative. Collecting data in this case study was performed using data retrieval interviews, observation and analysis of secondary data through a series of fieldwork that is observed, listening, sensing, collecting and recording all the data and information on: (1) The application of bureaucratic reform in Yogyakarta City Government Licensing Agency; and (2) Process internalization of the character of mental revolution for civilian personnel in the state Government Licensing Office Yogyakarta city. Data analysis techniques through peringkasan stage, data presentation, discussion of the data and formulate conclusions with the technique of checking the validity of the data through techniques triangulasi. Internalisasi character value mental revolution in the state civil apparatus City Licensing Agency Yogyakarta can be realized in terms of: (1) Development of human resources; (2) The process / system service; (3) The organizational culture; (4) Policies; and (5) The achievement of performance targets. In the context of governance bureaucratic management, mental revolution must be interpreted as a change in their way of thinking, behaving and acts of every State Civil Apparatus (ASN) in performing their duties, functions and authority as the main actors in the civil service, namely: (1) from the way of thinking and behavioral want to be served be willing to serve; (2) from the way of thinking and behaving no / less productive to be productive; (3) from the way of thinking and corrupt behavior becomes corrupt. Aim end to be achieved is to nurture and develop the working behavior of each ASN with a good work ethic in accordance with the size and performance targets are clear, clean (do not do deeds that contain elements of Corruption, Collusion and Nepotism), and professional in serving (Able to provide services according to standard of good service to the community and stakeholders other interests)

Kata Kunci: Bureaucratic reform, internalization, mental revolution, the civil state apparatus