LITERATURE STUDY OF PUBLIC SERVICE QUALITY IMPROVEMENT THROUGH A BILINGUAL APPROACH

Muhammad Taupik

Program Studi Administrasi Publik, Sekolah Tinggi Ilmu Administrasi Tabalong
Telp./Fax 0526-2022484, Kode Pos 71571
taupikuzzumaky5@gmail.com

ABSTRACT

This article intends to describe how to increase the quality of public services with a bilingual approach. Favorable public service is a service that is carried out quickly, on time, correctly, and pleasantly. The quality of public services is a characteristic of public services that are expected to meet the needs of users. In order to face the industrial era 4.0, where public service employees are required to develop themselves in order to be able to compete. Public services with a bilingual approach are services that utilize the use of two languages, Indonesian and English, in all service activities in a balanced manner. Provision of funds, and commitments. The data collection method used is the documentation method. The data analysis technique used is content analysis. To maintain the accuracy of the assessment and prevent misinformation in data analysis, inter-library checks and rereading of the literature as well as attention to reviewers' comments are carried out. The implication of this study is to show that a bilingual approach can improve the quality of public services. The number of references taken in this literature study is 23 books and 4 Journals.

Keywords: Literature study, Public service, service quality improvement, and bilingual approach

PREFACE

Today public services have become an increasingly strategic issue because the quality of the performance of the public service bureaucracy has broad implications in people's lives. As service subjects, people no longer like services that are convoluted, old, rude, unfriendly, and risky due to chain. The length of bureaucratic services is partly due to the ability of human resources which is still far from expectations. Until now, public services provided by the government are still considered not good or not satisfactory. The bureaucracy that provides public services is less effective and efficient, reflecting that the principles applied by the bureaucracy are still far from the principles of good government (Pasolong, 2008) Public service basically involves a very broad aspect of life. The implementation of public services is an attempt by the state to fulfill the basic needs and civil rights of every citizen for goods, services, and administrative services provided by public service providers. The 1945 Constitution mandates the state to fulfill the basic needs of every citizen for the sake of their welfare, so that the effectiveness of a government system is largely determined by the good or bad implementation of public services.

Good and excellent services will be felt by the community if the agencies or companies that provide these services can actually serve politely and professionally with quality service standards, good procedures, smooth, safe, orderly, there is certainty of cost and time, and law on services that have been provided. People will feel satisfaction if they receive good and professional service from service providers. If they get satisfaction with the services provided, there will be trust from the community as service users to reuse the service. In addition, human resources (HR) are one of the
determining factors for success in providing public services. Employees or employees as human resources who carry out public services should have knowledge, reliable abilities, skills, attitudes and good behavior.

The government as a service provider for the community is required to provide quality services. Moreover, in the era of regional autonomy, the quality of government apparatus services will be increasingly challenged to be more optimal, competent and able to respond to increasingly high demands from the community, both in terms of quantity and in terms of quality. Quality public services are services that are able to provide satisfaction to the community. Good communication skills and mastery of language, both Indonesian and English are important parts in improving the quality of public services.

Law Number 25 of 2009 concerning public services, article 15 concerning the obligations of public service providers, namely providing quality services in accordance with the principles of public service delivery, carrying out services in accordance with service standards. If the organizer or executors of public services violate the provisions as referred to in Article 15, they will be subject to sanctions in accordance with Article 54, namely in the form of a written warning, and if within three months they do not implement the provisions in question, and they will be subject to sanctions of release from office.

English language skills are important to have. In the current era of globalization, English is the number one international language used by more than one billion people. In fact, various communications and diplomacy in parts of the world, generally use English.

Currently in the era of the Industrial Revolution 4.0, the Internet of Things, and Artificial Intelligence there have been major changes in the use of digital technology. Moreover, the current Covid-19 pandemic has made a big leap that has changed the mindset, attitude, and way of working. Therefore, in the future, there will be required competencies, including digital competence and language skills.

LITERATURE REVIEW

Public service

Service can be interpreted as an activity provided to assist, prepare, and manage whether it is in the form of goods or services from one party to another. So it can be said that service is a series of activities that aim to serve, help prepare, complete or take care of what is needed by others (Hardiansyah, 2011).

Public service is the provision of services (serving) the needs of people or communities who have an interest in certain organizations in accordance with the basic rules and established procedures (Litjan Poltak Sinambela, et al, 2011).

Another opinion regarding service according to Gronross cited by (Ratminto, Winarish Atik Septi, 2005) Service is an activity or series of activities that are invisible (cannot be touched) that occur as a result of interactions between consumers and employees or other things provided by the service provider company is intended to solve consumer or customer problems.

Public service refers to the hands of the government whose main responsibility is the implementation of government policies and programs in accordance with established rules and procedures. It includes all government agencies, civil servants, state-owned enterprises or enterprises, agencies, commissions, national assembly services, and extra-ministerial departments. Civil servants are people who serve in every government agency and receive a fixed salary or allowance from the government. (Eneanya, 2014)

Public Service becoming a leading institution in strategic thinking for the public sector and translating the intentions of political leadership into implementable policies that can improve the quality of life of the people (Eneanya, 2014)

Service quality

Service quality has a close relationship with customer satisfaction. In terms of the company, service quality provides an impetus to customers to establish a strong relationship with a company. In turn, customer satisfaction can create customer loyalty or loyalty to companies that provide
satisfactory service quality. Users to meet the needs of these service users.

The characteristics of service quality are unique, namely; Intangibility, heterogeneity, inseparability and perishability (Bateson, 1995) Service quality is related to the concept of perception and expectation. (A. Parasuraman, 1985). Customers' perceptions of service quality result from comparing their expectations before service with their actual service experience. Service will be considered very good, if the perception exceeds expectations; it will be considered good or adequate, if it only lives up to expectations; services will be classified as poor, poor or lacking, if they do not meet them (vazquez, 2001) Nowadays people are increasingly in need of efficient, responsive, and quality services. Quality will start from the recipient of the service and will end on the perception of the service recipient, in this case the library user. Thus, the image of a good library service quality is not based on the point of view of the library, but based on the point of view of the user. This means that the library should be able to respond by providing the best service for users, so that library employees and librarians are required to be able to serve as well as possible in order to get optimal results. Currently, there has also been a change in the trend in terms of user behavior, so changes are needed to improve the quality of user-oriented library services.

Assessment of service quality according to consumers is based on 5 indicators, namely: tangibles, reliability, responsiveness, assurance and empathy. The five indicators are made into 5 dimensions to measure and assess a service quality, namely:

1. **Tangibles**, or physical evidence, is the ability of a company to show its existence to external parties. The appearance and capabilities of the company's physical facilities and infrastructure and the state of the surrounding environment are tangible evidence of the services provided by the service provider.

2. **Reliability** is the company's ability to provide services as promised accurately and reliably. Performance must be in accordance with customer expectations which means timeliness, the same service for all customers without errors, a sympathetic attitude, and with high accuracy.

3. **Responsiveness**, or responsiveness, is a willingness to help and provide fast (responsive) and appropriate service to customers, with clear information delivery. Letting customers wait for no apparent reason causes negative perceptions of service quality.

4. **Assurance**, or assurance and certainty, namely the knowledge, courtesy, and ability of company employees to foster customer trust in the company. Consists of several components including communication, credibility, security, competence, and courtesy.

5. **Empathy**, namely giving sincere and individual or personal attention given to customers by trying to understand consumer desires. Where a company is expected to have understanding and knowledge of customers, understand specific customer needs, and have a comfortable operating time for customers (Fitzsimmons, 2001)

**Bilingual Approach**

Bilingualism refers to the ability to use two languages in everyday life. Bilingualism is common and increasing in many parts of the world, with one in three people likely to be bilingual or multilingual (Wei, 2000) Contact between the two languages is typical in areas of many continents, including Europe (Switzerland, Belgium), Asia (India, Philippines), Africa (Senegal, South Africa), and North America (Canada). In the United States, a large (and growing) number of bilinguals live in California, Texas, Florida, New York, Arizona, and New Mexico.

The term bilingual approach is more widely used in the world of education and learning. This bilingual approach emerged and became famous when the government began to realize the importance of the process of improving the quality
of human resources. So that the government is trying hard to find breakthroughs in order to formulate learning programs that are truly able to improve the quality of higher education.

Law Number 20 of 2003 which states that the function of education is to develop abilities and improve the quality of life and with dignity. Improving the quality of education is a process that is integrated with the process of improving the quality of human resources itself. The quality of education of a nation's civilization is influenced by the quality of the teaching and learning process, while the quality of the teaching and learning process is determined by various interrelated components, namely student input, curriculum, educators, education staff, infrastructure and the environment. Therefore, to enhance the quality of education, it is necessary to improve each component of the education (Triwiyanto, 2010)

Based on the law, the government together with the private sector have jointly and continuously strived to realize this mandate through various efforts to develop higher quality education, including through the development and improvement of curriculum and evaluation systems, improvement of educational facilities, development and procurement of teaching materials, and training for teachers and other education personnel. In order to have a stronger technical foundation, the government puts the quality education program in Government Regulation Number 19 of 2005 concerning National Education Standards in Article 61 Paragraph (1) which states that: basic education and at least one school at the secondary education level to be developed into an international standard school.

As a form of follow-up in realizing the regulation, the Ministry of National Education, the Directorate General of Primary and Secondary Education Management will carry out a quality education service process and produce graduates who are recognized nationally and internationally (Depdiknas, 2008) One of the realizations of this quality educational service is by holding Bilingual Classes, namely the learning process in two languages (Indonesian-English) or even International Standard Schools.

There are two main factors that encourage the importance of bilingual classes, namely first, strong human resources are needed because human resources are the most decisive competitiveness, especially human resources who master technology and the underlying sciences, namely mathematics and natural sciences. Second, considering that most sciences such as mathematics, physics, biology, chemistry and technology are disseminated in English (Sugianto, 2014)

Ashcroft et al's research related to language explains that the British colonies classified language in postcolonial discourse into three groups, namely monoglossic, diglossic, and polyglossic. The monoglossic group consists of people who speak a single language as their mother tongue. They used to live in residential colonies and their pronunciation was not at all the same or uniform. Meanwhile, diglossic people are those who with bilinguism have long been an inseparable part of their social order so that they can adopt a language as the language of government and trade. Then, polyglossic or polydialectic societies in which various dialects are intertwined and generally form a linguistic chain (Bill Ashcroft, 2003)

From these results it can be concluded that language is believed to have a very important position and power. As a means of communication, the text became a supporting force and the most effective spreader of the hegemony of colonial power. Therefore, in this era of globalization, every individual is required to have a strong ability in mastering the sciences that underlie technology, namely Mathematics, Natural Sciences and the global language, namely English. The superiority of human resources will determine the competitive victory between nations.

Understanding the Bilingual Approach

According to the online dictionary Merriam Webster bilingual is having or expressed in two languages, using or able to use two languages especially with equal fluency (www.merriam-webster.com, 2022) while according to the Great
Indonesian Dictionary (Tim Penyusun, 2007) it is able or accustomed to using two languages properly and is related to or contains two languages.

Another opinion states that, bilingual or bilingual is the ability to use two languages. This ability is not only in speaking and writing but also the ability to understand what others are communicating orally and in writing. Children who have bilingual abilities understand foreign languages as well as children who understand their mother tongue. Children are able to speak, read and write in two languages with the same ability (Hurlock, 1993)

In terms of education, the definition of a class with a bilingual approach is learning in which subject matter, teaching and learning processes, and assessments (especially Mathematics and Science) are delivered in English. In another sense, the bilingual class is learning Mathematics and Natural Sciences in the teaching and learning process and the assessment uses two language systems, namely Indonesian and English (Sugianto, 2014)

From some of these definitions, it can be concluded that what is meant by a bilingual approach is a foothold that is used as inspiration and a basic source of an activity by utilizing the use of two languages in a balanced way.

Benefits of a bilingual approach

Communicating bilingually is when children learn in two languages, as adults can access two literatures, understand different traditions, as well as ways of thinking and acting. Children or adults who have bilingual abilities will have two or more experiences in the world, because each language operates with a different system of behavior, ancient sayings, stories, history, traditions, ways of communicating, different literature, music, forms of entertainment, religious traditions, ideas and beliefs, ways of thinking, and forms of caring.

With two languages, it will get a wider cultural experience and it is very possible to produce greater tolerance between different cultures and will attenuate racism. Flexible, creative, and can lead someone to be more careful in communicating with people of different languages (Baker, 2000)

From the explanation of the bilingual approach, it can be concluded that public services with a bilingual approach will be able to improve service quality, including being able to increase high competitiveness in the face of the industrial revolution 4.0 which is a major transformation of human life. And with a bilingual approach, it is able to expand mastery of insight where most of the information technology which includes communication, manufacturing, construction, transportation, bio and energy because it is disseminated in English, can serve users who come from various ethnic groups in the world.

The quality improvement of public service using bilingual approach

Improving the Quality of Public Services with a Bilingual Approach In improving the quality of public services, special steps are needed. Each step always utilizes the use of two languages, Indonesian and English. These steps include:

1. **Strategic planning**

   Planning is an action taken to make the desired future better than the present. According to Bryson, planning has three stages: first, strategic thinking to find aspects of the vision, mission, and strategies that will be used. Second, long-term planning to combine intuitive thinking and analytical thinking so as to produce projections of future thinking in an effort to realize the vision, mission and strategy. Third, the tactical planning stage which is the day-to-day operational steps of the organization (Bryson, 1998)

2. **Learning Organization with a bilingual approach**

   Public Service must be willing to learn continuously by utilizing their bilingual skills, Indonesian and English, and not be afraid of change and competition, as the saying goes if you don't change you die. Therefore, carefulness is needed in carrying out public services. Opportunities
must be captured carefully, strategies must be planned, and public service improvement must be carried out quickly and thoroughly. For this reason, public service institutions must be conditioned to be ready to face various challenges. Challenges turn into opportunities. Innovation must continue because learning for an institution is an absolute requirement to maintain the existence and improve the quality of public services.

The use of two or bilingual languages can develop communication skills, help recognize foreign cultures, develop thinking skills so that they become more creative and have two or more words for each object and idea, also make a person more careful in communicating with people of different languages, and grow and increase self-confidence (Baker, 2000). With the use of bilingualism, learning organization is really an organization of creativity, skills, and knowledge transfer which is then expected to be able to improve behavior as an elaboration of new insights and knowledge and can bring changes in behavior that will lead to improvement and improvement of performance in the public service

3. **User oriented**

In order to create competitive advantage in competitive strategy, the habits that must be developed in customers are: (a) always on time, (b) always following up on promises, (c) not making promises, (d) always trying to do good again, (e) giving choice, (f) treat customers well, and (g) friendly direct contact. The concept is customer-oriented by utilizing two languages and must always provide information to customers, provide the best offers, and be able to solve customer problems related to service.

4. **Service quality**

Service quality can be measured and assessed by 5 factors as described by (A. Parasuraman, 1985) in (Fitzsimmons, 2001), namely with tangibles, reliability, responsiveness, assurance and empathy. However, the key factor in shaping the organization's internal capabilities, in terms of services, is human resources (HR) who are directly involved in providing services to customers.

**METHOD OF RESEARCH**

The preparation of this literature study uses a type of research approach in the form of Library Research. Literature study is a study that is used to collect information and data with the help of various materials in the library such as documents, books, magazines, historical stories, etc. (Mardalis, 1999). Literature studies can also study various reference books and similar previous research results that are useful for obtaining a theoretical basis on the problem to be studied (Sarwono, 2006).

Literature study also means data collection techniques by reviewing books, literature, notes, and various reports related to the problem to be solved (Nazir, 1988).

Meanwhile, according to other experts, literature study is a theoretical study, references and other scientific literature related to the culture, values and norms that developed in the social situation under study (Sugiyono, 2012).

This literature study method is used to compile and describe service quality on outpatient satisfaction in hospitals. The steps in literature research according to (Kuhlthau, 2002) are as follows:

1. Topic selection
2. Information exploration
3. Determine the research focus
4. Collection of data sources
5. Preparation of data presentation
6. Report preparation

The data sources used are journals and internet sites related to the chosen topic. The data sources of this study consisted of 23 books and 4 journals about public service quality and bilingual approach. Information collection techniques through documentation, namely looking for data about things or variables in the form of notes,
books, papers or articles, journals and so on (Arikunto, 2010). The instrument used in this study is a checklist for the classification of research materials, writing schemes/maps and the format of research notes. The data analysis technique used is the method of content analysis (Content Analysis). His analysis is used to obtain valid inferences and can be re-examined based on the context (Krippendorff, 1993).

In this analysis, the process of selecting, comparing, combining and sorting various definitions will be carried out until the relevant ones are found (Sabarguna, 2005). To maintain the review process and prevent and overcome misinformation (human misunderstandings that can occur due to a shortage of librarians), cross-library checks are carried out and pay attention to the supervisor's comments (Sutanto, 2005).

RESULTS AND DISCUSSION

Result
The result of this study is that the quality of public services can be improved through a bilingual approach. There are five dimensions that become benchmarks in improving the quality of public services, namely; tangibles, reliability, responsiveness, assurance, and empathy. While the bilingual approach is the ability to speak two languages, what is meant in this study is Indonesian and English. The bilingual approach can bridge the fulfillment of these 5 dimensions, because language is an important instrument in communication, especially in the scope of public services.

In facing the progress of the times, especially in the industrial era 4.0, it is imperative to master the mother tongue, namely Indonesian properly and correctly in accordance with the rules and also English as a foreign language which is also an international language.

There are some steps in improving public service quality using bilingual approach:

1. Strategic planning
   Planning has three stages:
   a. strategic thinking to find aspects of the vision
   b. Mission.
   c. Strategies that will be used.

2. Learning Organization with a bilingual approach
   The carefulness is needed in carrying out public services. Opportunities must be captured carefully, strategies must be planned, and public service improvement must be carried out quickly and thoroughly.

3. User oriented
   These are some habits that must be developed in customers are:
   a. always on time,
   b. always following up on promises,
   c. Not making promises
   d. Always trying to do good again,
   e. giving choice
   f. Treat customers well
   g. Friendly direct contact.

4. Service quality
   Service quality can be measured and assessed by 5 factors:
   a. Tangibles
   b. Reliability
   c. Responsiveness
   d. Assurance and empathy.

Discussion
The implementation of public services must be followed by the recruitment of human resources for public service employees who have good criteria (knowledge, skills, and attitudes) to assist the successful implementation of tasks. This means that professional public service employees are carrying out their duties with high abilities and are required to have a variety of psychological skills that include three dimensions, namely cognitive competence, affective competence and psychomotor competence (Dreher, 2001). The most important thing in improving the quality of public services in this era of globalization is at least Indonesian and English language skills.

Public service officials need to develop other competencies outside of government issues, such as the ability to speak English, because English is an international communication tool and is widely used by various countries. In addition to being able
to speak Indonesian properly and correctly, public service apparatus should also be able to communicate in English, in order to face global challenges that continue to advance and develop.

From the theoretical description above, the bilingual approach can improve the quality, capacity, professionalism, and competence of the public service apparatus. This is because various quality and important references are published in English and then transformed into Indonesian correctly so that there are no misunderstandings. Because mistakes in interpreting the meaning and intent of a foreign language can be fatal, namely misunderstanding and miss communication will be occurred.

Bilingual skills are not only needed in schools with international standards, but also in the scope of public services.

RESEARCH IMPLICATION

The implication of this research is that the bilingual approach in improving the quality of public services is very important. Employees in every public service agency in every province in Indonesia should have this skill, the ability to speak two languages, namely Indonesian and English. Because providing excellent service has become an obligation for public servants in the midst of an era that continues to advance and develop. If this is ignored, it is possible that our service system will be left behind.

Public services carried out by competent, responsive and broad-minded human resources become a good assessment in the eyes of the community, because they are able to compete in efforts to improve the quality of public services that have been planned.

CONCLUSION

Public service is an activity or series of activities in the context of fulfilling service needs in accordance with statutory regulations for every citizen and resident of services, goods, and/or administrative services provided by public service providers. Quickly, on time, correctly, and fun. Service quality is the advantage of a service that is expected by users to meet the needs of these service users. Public services with a bilingual approach are services that utilize the use of two languages, namely Indonesian and English in all service activities in a balanced manner.

Bilingual approach is very important because it can improve the quality of public services. The times continue to advance and develop, so if we don't do that we will be left behind. With mastery of foreign languages and Indonesian will facilitate the process of information transformation so that it will broaden the insight.

The bilingual approach is carried out in the process of implementing public services, in order to realize harmonization between public servants and the community, and absorption of comprehensive and comprehensive information.

This approach is applied in government departments that provide public services to the community. This approach is carried out by employees in public service offices

In improving the quality of public services, special steps are needed, each of which always utilizes the use of two languages, Indonesian and English. These steps include: first, planning as an action taken to make the desired future better than the present. Second, a learning organization with a bilingual approach as a principle to keep learning continuously and not afraid of change and competition. And third, always oriented towards user needs by providing quality human resources and services. With these efforts and efforts, public services will be of higher quality and make changes in the future to improve the quality of public services holistically.

BIBLIOGRAPHY


