

ABSTRACT

The Covid-10 pandemic has created challenges for the implementation of public services. The Bekasi City Disdukcapil as one of the government agencies needs to carry out effective public services during the pandemic. The aims of this study are to: 1) Find out the strategy of the public service effectiveness in the midst of a pandemic at Disdukcapil Bekasi City 2) Analyze the supporting factors in maintaining the effectiveness of public services in the midst of a pandemic 3) Analyze the inhibiting factors for public services in the midst of a pandemic.

This research is qualitative research with the type of case study. The primary data collection technique used interviews with 4 informants, namely the top manager at the Disdukcapil and 4 other managers. Secondary data is collected through data taken from books or other documents that are indirectly related to the problem being studied. Data analysis techniques consist of organizing and preparing, reading through all data, data coding, interrelating themes, and interpreting data.

The results of this study showed; 1) Bekasi City Disdukcapil is considered as reactor and analyzer organization according the typology of organizational strategist by Miles and Snow because Disdukcapil is not a pioneer in using application based public service. The strategy used is to meet the 10 indicators of the effectiveness of public services, namely: tangible, reliable, responsiveness, competence, courtesy friendly, credibility, security, access, communication, and understanding the customer. 2) Supporting factors are including; apparatus awareness, regulatory factors, organizational factors in the implementation of public services, ability and skills factors, and facilities and infrastructure. 3) Inhibiting factors are including; ability factor, human resources, governmental support, and work conditions. The results of the study are expected to provide an overview of the effectiveness of the implementation of public services during the pandemic.

Key words: *effectiveness, public services, covid-19 pandemic.*