

Abstrak

Pada situasi pandemi COVID-19 yang melanda seluruh dunia, keamanan dalam konteks kesehatan merupakan salah satu hal yang dibutuhkan semua orang. Terlebih ketika masa awal dimana belum hadirnya otoritas pemerintah sebagai pihak yang berkewajiban memberikan perlindungan terhadap warganya. Situasi tersebut mendorong berbagai macam pihak termasuk masyarakat untuk menginisiasi langkah preventif agar penularan virus dapat dicegah. Hal inilah yang dilakukan warga masyarakat di wilayah Pakem, khususnya Padukuhan Randu dan Trojayan yang melakukan *lockdown* mandiri untuk menjawab kebutuhan masyarakat akan keamanan dalam konteks kesehatan, atau dapat disebut sebagai *health security*.

Penelitian ini menggunakan metode kualitatif dengan pendekatan studi kasus guna mengetahui bagaimana penciptaan *public value* dalam konteks *health security* yang dilakukan oleh masyarakat Padukuhan Randu dan Trojayan melalui *lockdown* mandiri. Untuk mengetahui hal tersebut, digunakan konsep *strategic triangle* dalam menganalisis langkah yang digunakan dalam penciptaan *public value*. Setelah itu, analisis berlanjut dengan penggunaan kriteria *public value mapping* untuk melihat sejauh mana *lockdown* mandiri memberikan dampak positif kepada masyarakat setempat. Melalui analisis dari kriteria *public value mapping*, akan terlihat posisi *lockdown* mandiri dalam *public success* atau *market success* melalui pemetaan dari *public value mapping grid*.

Hasil penelitian menunjukkan bahwa penciptaan *public value* terwujud dengan adanya *lockdown* mandiri. Hal tersebut ditunjukkan dengan terpenuhinya unsur-unsur dari *strategic triangle* yakni adanya legitimasi & support, *operational capabilities*, serta *value-value* yang diwujudkan berupa *health security value*, *educational value*, *political value* dan *social value*. Kemudian, *lockdown* mandiri juga memenuhi kriteria dalam *public value mapping* yang menunjukkan adanya *impact* berupa distribusi manfaat, ketersediaan penyedia, dan rentang waktu manfaat. Sehingga dari kriteria tersebut, pemetaan melalui *public value mapping grid* mengakibatkan posisi dari *lockdown* mandiri berada dalam *public success* dan *market failure*. *Market failure* terjadi karena menjadi konsekuensi dari tujuan *lockdown* mandiri yang berfokus pada penciptaan *health security value*.

Kata kunci: *Lockdown Mandiri*, *Public Value*, *Strategic Triangle*, *Public Value Mapping*.

Abstract

The worldwide COVID-19 pandemic had been struck the earth for the last two years, health security is one certain aspect that is needed by everyone. Primarily during the early phase of the pandemic when there is still no government authority as a party which is obliged to provide protection to its citizens. Under this situation people from various parties, including the community are encouraged to initiate preventive measures to avert virus infection. This is what resident in Pakem sub district particularly Randu and Trojan hamlet has done, they have implementing lockdown mandiri to answer the community need for security or in this case people called it health security.

This study uses qualitative method and case study approach to find out how public value in the context of health security can be achieved by resident in Randu and Trojan hamlet through lockdown mandiri. To find out researcher uses the strategic triangle concept to analyze the steps used in creating public value. Subsequently, the study continues with further analysis on the data from previous stage using public value mapping criteria to see how significant the impact of lockdown mandiri on local community. Through analysis on public value mapping criteria, it can be known if the position of lockdown mandiri is included in public success or market success category based on mapping through the public value mapping grid.

The results of the study show that the creation of public value could be realized by the existence of lockdown mandiri. This is indicated by the fulfillment of the elements of the strategic triangle, namely the existence of legitimacy & support, operational capabilities, and values that are realized in the form of health security values, educational values, political values and social values. Moreover, the lockdown mandiri also meets the criteria in the public value mapping which shows an impact in the form of distribution of benefits, providers availability, and time span of benefits. Thus from these criteria, the mapping through the public value mapping grid resulted in the position of the lockdown mandiri being in public success and market failure. Market failure occurs for it is the consequence of lockdown mandiri which focuses on creating health security value as its main goal.

Keyword: Lockdown Mandiri, Public Value, Strategic Triangle, Public Value Mapping.