

Ethics Of Public Services Based On Local Wisdom In Cities In South Sulawesi

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ABSTRACT

This research examines Public Service Ethics Based on Local Wisdom in the Cities of Makassar and Gowa, located in South Sulawesi Province, Indonesia. This study explains the important role of local wisdom in shaping the implementation of public service practices in the region. It observes the importance of raising awareness, fostering understanding, and encouraging active community involvement in the process of policy formulation and service implementation. These efforts are critical to effectively integrating local cultural values into the delivery of public services. Furthermore, this study examines the importance of regulatory frameworks that provide support, extensive training programs, and policy formulation that prioritizes local wisdom to improve the ethical standards of public administration. Preserving and preserving local wisdom is an important effort to strengthen cultural identity and heritage. The overall conclusion of this study is that the provision of culturally sensitive public services can result in more relevant and significant community engagement, while ensuring the preservation of valuable cultural heritage.

Keywords: Public Service, Ethics, Local Wisdom

INTRODUCTION

The context surrounding public services in Indonesia shows unique and complex dynamics in the realm of government administration. The

Republic of Indonesia has a rich and extensive historical background, characterized by cultural, ethnic and geographic diversity. This multifaceted nature has provided a strong foundation for understanding public service in the country. In the last few decades, Indonesia has experienced a significant transformation, a transition from an authoritarian regime to a democratic country characterized by an increasingly decentralized government system. The structure of public services is undergoing a significant transformation, marked by the increasing complexity and involvement of various parties, from the central government to regional governments (Lindawaty et al., 2018).

The main challenges in the context of public services in Indonesia include issues related to corruption, bureaucratic inefficiency, and gaps in service provision in various regions. The Indonesian government has made efforts to overcome this problem by implementing a series of administrative reform policies. These policies aim to increase transparency, accountability and public participation in the decision-making process.

Furthermore, in the context of a very diverse society like Indonesia, cultural values and local wisdom play an important role in shaping ethical standards for public services. The primary goal of improving the effectiveness and sustainability of public services has shifted towards prioritizing the incorporation of local values in service delivery.

The realization of public services that are in harmony with local ethics and values is an important component in Indonesia's efforts to meet the needs of an increasingly complex and heterogeneous society (Sellang et al., 2022). A comprehensive understanding of the contextual framework of public services in Indonesia is very important in assessing the effectiveness of implementing public service ethics that is rooted in local wisdom. This is especially true in urban areas in South Sulawesi, which have unique cultural dynamics and social structures.

According to Pasolong (2020) Public service ethics includes a collection of values, norms and moral principles that regulate government behavior and activities in providing services to the community. This includes the responsibility to behave with integrity, transparency, accountability and fairness in every aspect of public service. The field of public service ethics places great emphasis on the importance of providing high-quality services that are responsive to community needs and implemented responsibly. Apart from the points above, public service ethics also includes elements

of community involvement, especially by involving citizens in decision-making procedures that shape public policies and services. This concept recognizes the idea that public service includes more than just administration and bureaucracy; it also includes enforcing moral standards that serve the interests of society impartially and fairly. Public service ethics not only serves as a guideline for government officials, but also as a fundamental basis for building trust, credibility and legitimacy of the government in the perception of the general public.

The importance of local wisdom in culture and public services lies in its function as a cohesive force that bridges traditional values with contemporary society (Dey et al., 2019). In the context of Indonesian culture, which is characterized by the presence of various ethnic groups and their respective traditions, local wisdom functions as a means of summarizing the valuable heritage of various traditional communities. This phenomenon reflects diverse national identities and serves as a foundation for the shared principles underlying public service ethics.

In the field of public services, the concept of local wisdom includes a deep understanding of the needs and aspirations of indigenous peoples in a particular geographic area. The application of public service ethics based on local values not only facilitates the development of more relevant services, but also shows deep respect and admiration for local culture. This phenomenon contributes to the formation of trust and community involvement in the process of providing public services, thereby potentially improving the quality and effectiveness of these services.

The importance of local wisdom in providing public services can also be seen in efforts to maintain cultural heritage and customs, while upholding a sense of national identity. By incorporating local values into public service policies and practices, Indonesia has the potential to build a more comprehensive and enduring service network that upholds the principles of inclusivity and sustainability, while recognizing and valuing the diverse perspectives and knowledge embedded in its society.

The local wisdom found in South Sulawesi shows how abundant culture is in this region. South Sulawesi, known for its ethnic diversity and cultural heritage that includes groups such as Bugis, Makassar, Toraja, and many others, serves as a repository for a vast amount of distinctive indigenous knowledge and practices. The South Sulawesi region has a wealth of local wisdom, which consists of a collection of traditional values, social norms,

customs and belief systems that have been passed down from generation to generation. It encompasses diverse aspects of human existence, from agricultural methodologies, artistic expressions, and cultural manifestations, to belief systems relating to nature and spiritual entities.

One of the characteristics of local wisdom in South Sulawesi is the sense of mutual cooperation and unity that permeates society (Rasyid, 2014). The culture in question includes essential values, including but not limited to, respect for individuals, cooperation, and care for the environment (Yusuf, 2010). The manifestation of local wisdom can also be seen in traditional artistic expressions such as dance and carving which are proof of the rich cultural heritage of each region.

In the field of public services, the use of local wisdom in South Sulawesi has great potential as a source of inspiration. Incorporating local values into the provision of public services has the potential to produce services that are more in line with the sentiments and needs of each local community (Saifuddin, 2021). This can also improve relations between the government and its citizens, thereby fostering a more harmonious and mutually supportive relationship. Utilization of local wisdom in South Sulawesi is an important resource that has the potential to increase the efficiency and importance of public services in urban areas in this region.

The correlation between public service ethics and local wisdom is a symbiotic and mutually beneficial interaction. Effective implementation of public service ethics depends on understanding and interpreting comprehensive moral principles, such as integrity, transparency and accountability (Sedarmayanti, 2012). This can be achieved by examining these principles from the perspective of local wisdom. Local wisdom includes traditional values, norms and cultural practices that have been instilled in local communities for centuries. When the ethical principles of public service are implemented by taking into account the values inherent in local wisdom, the delivery of public services becomes more contextual, relevant and in harmony with the communities served (Rapanna, 2022).

Apart from that, local wisdom also has the potential to increase enforcement of public service ethics. The incorporation of values such as mutual cooperation, togetherness, and respect for others, which are commonly found in local wisdom, has the potential to be a driving force for government officials to improve service delivery and foster a greater sense of community involvement. By combining ethical principles of public

service with local wisdom values, the government has the potential to create a service environment that is characterized by inclusiveness, sustainability and a focus on common interests.

This relationship also provides opportunities for the advancement of innovative public service models that integrate the most commendable elements of public service ethics and local knowledge. By harnessing the collaborative potential of a strong public service ethic and embedded local values, governments have the capacity to develop public services that demonstrate increased effectiveness, efficiency, and gain recognition from the public as an entity that genuinely serves their interests. The aim of this research is to examine and understand the impact of implementing public service ethics rooted in local wisdom on the quality and effectiveness of public services in urban South Sulawesi, Indonesia.

METHODOLOGY

In this research, the type of research used is qualitative research. In this research, a qualitative approach is the approach used to explore complex aspects of local wisdom-based public service ethics in cities in South Sulawesi in more depth and contextually. The population in this study consists of individuals involved in public services in Makassar City and Gowa Regency, South Sulawesi, as well as communities who are recipients of public services in these two areas. Researchers can select samples based on certain criteria that are relevant to the research, such as stakeholders who have in-depth knowledge of local wisdom or individuals who are involved in local wisdom-based public service initiatives. This selection was based on the researcher's subjective considerations. The sample in this study was 25 people. Data collection techniques were carried out using various methods including in-depth interviews with stakeholders related to local wisdom-based public services in Makassar City and Gowa Regency. Apart from that, direct observations were also made of public service practices, both from the side of service providers and service recipients. Data obtained from interviews, observations and content analysis are processed through this software to undergo statistical and qualitative analysis processes. Researchers carry out data coding, thematic analysis, and relevant statistical calculations to identify patterns, findings, and relationships in the data. This data analysis tool helps in producing research results that can be interpreted and used to formulate research findings and draw relevant conclusions.

RESULTS AND DISCUSSION

Public Service Ethics Based on Local Wisdom in Makassar and Gowa Regency

Awareness and Appreciation of Local Wisdom

Awareness and respect for local wisdom in the context of public services in Makassar City and Gowa Regency are key elements that influence public service practices and culture in the region.

"Local wisdom is an integral part of our identity. This is what makes us unique as the people of South Sulawesi. We must respect and understand these values, and they must be reflected in every public service we provide."

"We have gone to great lengths to ensure that in every service we provide, our traditional values are reflected. For example, in organizing social programs, we always hold traditional rituals beforehand to ask for blessings and protection."

Recognition and respect for local wisdom is an integral component of the collective identity and cultural heritage of the people of South Sulawesi. This phenomenon is clearly visible in efforts to incorporate conventional principles into public service methodologies, as well as community involvement in preserving and respecting indigenous knowledge. Despite the difficulties associated with modernization, this region continues to prioritize the use of local wisdom values as the main framework for providing public services. Furthermore, these observation findings produce a real picture of how public service ethics rooted in local wisdom are realized in actual behavior and the surrounding service environment. This shows dedication in upholding traditional cultural norms in the field of public services in Makassar City and Gowa Regency, despite facing obstacles in ensuring uniform implementation in various sectors.

Integration of Local Wisdom in Service Practices

The findings show that values such as mutual cooperation, respect for others, and concern for the environment have been successfully integrated into public service practices in Makassar City and Gowa Regency. Public service providers actively try to maintain consistency with local cultural values in their services.

"We have gone to great lengths to ensure that in every service we provide, our traditional values are reflected. For example, in organizing social programs, we always hold traditional rituals beforehand to ask for blessings and protection."

Public services in the region demonstrate a strong commitment to incorporating local knowledge into their social programs. To ensure the realization of local wisdom-based public service ethics in the implementation of social programs, it is very important to prioritize traditional rituals and show respect for local traditions. These practices serve as concrete methods through which these ethics can be upheld in every action and decision taken. This observation also indicates that there is a close connection between public services and local culture within the framework of Makassar City and Gowa Regency. There is a strong dedication to incorporating traditional values and local wisdom into all services provided, especially in the implementation of social programs.

Furthermore, observation findings show that local wisdom values have been incorporated into various aspects of service delivery in various public service institutions, including government offices, hospitals and traditional markets. In the context of accommodating visitors in government institutions, it is customary to use regional languages and idiomatic expressions that show respect for native culture.

Facilitated Community Participation

Regional governments in both regions have implemented efforts to facilitate community participation in decision making regarding public services. Through interviews, it appears that there are participatory forums, such as village or sub-district deliberations, which provide residents with the opportunity to contribute to the planning and implementation of service programs. Regional governments have made real efforts to facilitate community participation in decision making regarding public services. Village or sub-district meetings and other participatory forums are used to listen to community aspirations and input in designing service programs.

"Community participation is very important. We feel connected to our cultural values through participation in village meetings. This is how we ensure that public services respect and understand our local wisdom."

The importance of the community's active involvement in public services lies in its ability to uphold connection with cultural values and local wisdom. The involvement of community members, particularly through village assemblies, is widely recognized as a highly effective approach to ensuring that public services are aligned with the local cultural context and provide substantial benefits to the communities they serve. The importance of community involvement in the decision-making process regarding public services and its important role in upholding ethical principles of public services based on local wisdom. Observation findings also show that there are regular participatory forums, such as village or sub-district deliberations, where the community has the opportunity to provide input and convey their aspirations regarding public services. This shows a dedication to involving citizens in the decision-making process.

Factors that Influence the Application of Local Wisdom in Public Services

Awareness and Understanding

Awareness of the importance of local wisdom in public services is a key factor. Existing research shows that the level of understanding and awareness among public service providers and government officials plays an important role in determining the extent to which traditional values can be effectively incorporated into various services. Recognition and understanding of the importance of local wisdom in the framework of public services is very important in assessing the extent to which traditional principles can be included and realized in service methodologies (Ni Wayan Novi Budiasni & Darma, 2020). At a fundamental level, awareness is related to understanding the existence and importance of local wisdom in the context of local culture and society. This means recognizing the importance of local wisdom as a valuable resource that requires protection and respect.

The importance of awareness lies in the notion that if there is no adequate understanding of cultural values and indigenous knowledge, public service providers and government officials may not be aware of the impact of local wisdom in service provision. Therefore, cultivating awareness has an important role as the first step towards establishing a solid framework for implementing public service ethics that is rooted in local wisdom.

The concept of deeper understanding is related to increasing knowledge and understanding of the principles, customs and cultural heritage that

form the basis of traditional wisdom (Nur et al., 2023). This includes an understanding of the ways in which these values can be incorporated into public services, their potential to improve the quality of services, and their relationship to community needs and anticipations.

Community Participation

The level of community involvement in the decision-making process and implementation of public service initiatives also has a significant influence. When the community is actively involved in this process, it is likely that local wisdom will be recognized and appreciated. The involvement of community members in the field of public services is an important component in the recognition and application of local wisdom (Salim, 2016). This requires the active involvement of individuals in the decision-making process regarding the planning, implementation and assessment of public service initiatives that have the potential to impact their livelihoods.

Individual involvement in a community reflects democratic ideals, where individuals have the right to take part in decision-making procedures that impact their livelihoods. In addition, it also fosters a sense of collective ownership of public services and encourages a shared commitment to ensure high-quality service provision. Community participation plays an important role in the preservation and preservation of local wisdom, as it provides residents with the opportunity to engage in meaningful discussions regarding their cultural values and how these values can be respected in various services. This phenomenon allows individuals to preserve their cultural identity in a dynamic and constantly evolving environment.

Policies and Regulations

Government policies and regulations have an important role in influencing the implementation of public service practices. This research underscores the need to implement policies that facilitate the incorporation of local wisdom into services and provide explicit instructions for service providers. Government policies and regulations are the most important thing in regulating public service practices and in determining the extent to which local wisdom can be included and respected within the service framework. Government policy can provide clear direction regarding the importance of incorporating indigenous knowledge into public services. Frameworks can provide support for these efforts and provide guidance to service providers

in their implementation. The function of policies and regulations in the field of public services is to establish a structured framework that facilitates the integration and preservation of local wisdom. In addition, they help ensure that public service practices align with cultural values and meet societal expectations. Therefore, effective policy implementation plays an important role in upholding public service ethics that are rooted in local wisdom and fostering an environment that is inclusive and in harmony with the local cultural context.

Implications of the Findings for Public Services in South Sulawesi

The implications arising from the research findings of Public Service Ethics Based on Local Wisdom in Makassar City and Gowa Regency have quite a large influence on the way public services are implemented in the region. Initially, it was clear that there was a need to formulate policies that more effectively facilitate the incorporation of local wisdom into public services. It is important for local governments to consider establishing or improving policies that explicitly emphasize the importance of respecting and understanding local wisdom in service practices. Policies should include explicit instructions for service providers and government employees to effectively fulfill these obligations.

Apart from that, there is a need to increase training and education related to local wisdom. Existing research shows that it is very important for government officials and service providers to have a more comprehensive understanding of the importance of local wisdom in the field of public services. Therefore, it is essential to allocate resources for the development of training programs that incorporate cultural elements and indigenous knowledge to increase individual understanding and awareness.

The implications related to public participation underscore the importance of providing greater opportunities for citizens to take part in decision-making processes regarding public services. Local governments have the capacity to facilitate participatory forums, such as village or sub-district deliberations, with the aim of involving citizens in the planning and evaluation process of service programs (Laksana, 2013). This approach can facilitate the incorporation of local community perspectives into public service decision-making processes.

Preserving and maintaining local wisdom also has significant implications (Sukarniti, 2020). It is important for local governments to provide

assistance and support efforts aimed at preserving and upholding local culture and traditions. This includes providing assistance for cultural activities, establishing and improving cultural parks, as well as preserving cultural symbols in the region. This effort will facilitate the dissemination of knowledge regarding indigenous knowledge systems, while fostering collective respect and cultural heritage in society.

It is important for local governments to consider implementing strong monitoring and evaluation systems. Through the implementation of routine monitoring, organizations have the ability to detect and address issues or inconsistencies in their service practices, enabling them to take appropriate corrective action. This approach will help enforce uniformity and effectiveness in the application of service ethics based on local wisdom.

By considering these implications, public services in South Sulawesi, especially in Makassar City and Gowa Regency, have the potential to increase responsiveness, relevance and inclusiveness towards local culture. Furthermore, this initiative will contribute to the preservation and enhancement of the region's valuable cultural heritage, while fostering and strengthening positive relations between government and society.

CONCLUSION

Local wisdom plays a central role in public service practices in South Sulawesi. Strong community awareness, understanding and participation in public service policies is key in ensuring local cultural values are reflected in service practices. The importance of supportive regulations, training and policy development that focus on local wisdom is an integral part of improving public service ethics. Apart from that, preserving and maintaining local wisdom is also needed to strengthen the cultural identity of the region. The main conclusion is that public services that are sensitive to local culture can create services that are more relevant and meaningful for society, while preserving valuable cultural heritage.

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