

## RINGKASAN

**AFIFA WARDATUL NURKARISMA.** 21105520016. *Implementasi Kebijakan Pelayanan Publik Mengenai Proses Pengurusan Kartu Keluarga Di Kantor Desa Bagelenan.* Di bawah bimbingan: 1. Ferida Asih Wilujeng, S.Sos., M.AP., 2. Ulva Roifatul Lailin, S.Pd., M.A.P.

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Penelitian ini bertujuan untuk mengkaji implementasi kebijakan pelayanan publik dalam proses pengurusan Kartu Keluarga (KK) di Kantor Desa Bagelenan, Kecamatan Srengat, Kabupaten Blitar. Pelayanan publik merupakan fungsi utama pemerintahan yang berfokus pada proses pengurusan kartu keluarga di kantor desa serta hambatan dalam pembuatan kartu keluarga. Kartu Keluarga sebagai dokumen administrasi kependudukan memiliki peranan penting dalam mengakses berbagai layanan dasar.

Metode penelitian yang digunakan adalah kualitatif dengan pendekatan deskriptif, yang meliputi wawancara, observasi, dan dokumentasi. Hasil penelitian menunjukkan bahwa implementasi kebijakan pelayanan publik di Kantor Desa Bagelenan telah berjalan sesuai prosedur yang ditetapkan, meskipun masih terdapat kendala seperti kurangnya pemahaman masyarakat terhadap prosedur, keterbatasan sumber daya manusia, dan masalah sarana prasarana.

Pelayanan yang diberikan oleh petugas cenderung responsif dan ramah, sehingga masyarakat merasa nyaman dalam proses pengurusan KK. Tingkat kepuasan masyarakat terhadap pelayanan cukup tinggi, namun masih ada ruang untuk perbaikan, terutama dalam hal efisiensi waktu penyelesaian dan transparansi informasi. Penelitian ini diharapkan dapat memberikan rekomendasi bagi peningkatan kualitas pelayanan administrasi di tingkat desa dan kontribusi akademik dalam pengembangan teori pelayanan publik.

*Kata Kunci: Implementasi Kebijakan, Pelayanan Publik, dan Kartu Keluag*

## **SUMMARY**

*AFIFA WARDATUL NURKARISMA. 21105520016. Implementation of Public Service Policy Regarding the Family Card Management Process at the Bagelenan Village Office. The Advisers: 1. Ferida Asih Wilujeng, S.Sos., 2. Ulva Roifatul Lailin, S.Pd., MAP.*

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*This study aims to examine the implementation of public service policies in the process of issuing Family Cards (Kartu Keluarga/KK) at the Bagelenan Village Office, Srengat District, Blitar Regency. Public service is a primary function of the government, with a focus on the procedures for obtaining family cards at the village office and the challenges encountered in the process. The Family Card, as a vital population administration document, plays an essential role in accessing various basic public services.*

*The research method used is qualitative with a descriptive approach, which includes interviews, observations and documentation. The research results show that the implementation of public service policies at the Bagelenan Village Office has been running according to established procedures, although there are still obstacles such as a lack of public understanding of procedures, limited human resources, and infrastructure problems.*

*The services provided by officers tend to be responsive and friendly, so that people feel comfortable in the family planning process. The level of public satisfaction with services is high, but there is still room for improvement, especially in terms of efficiency of turnaround time and transparency of information. This research is expected to provide recommendations for improving the quality of administrative services at the village level and academic contributions in developing theories of public services.*

*Keywords: Policy Implementation, Public Services, and Family Cards*