

## ABSTRAK

Penelitian bertujuan memperoleh gambaran secara rinci terkait dengan mewujudkan pelaksanaan *New Public Service* dalam Penerapan Peraturan Walikota No 53 tahun 2014 tentang Tata Cara Penerbitan Surat Keterangan Miskin untuk Pelayanan Bidang Kesehatan . Penelitian ini menggunakan metode penelitian kualitatif dengan tipe penelitian deskriptif. Teknik pengumpulan data dilakukan dengan metode observasi, studi dokumentasi dan wawancara mendalam dengan informan. Penentuan informan dilakukan dengan teknik *snowball*. Teknik pemeriksaan keabsahan data yang digunakan adalah triangulasi sumber. Selanjutnya teknik analisis data yaitu dengan cara reduksi data, penyajian data dan penarikan kesimpulan. Lokasi penelitian dilaksanakan di Kelurahan Sidotopo Wetan Surabaya.

Hasil penelitian ini menunjukkan bahwa penerapan Perwali no 53 Tahun 2014 tentang Tata Cara Penerbitan Surat Keterangan Miskin untuk Pelayanan Bidang Kesehatan dilihat dari perspektif pelayanan *New Public Service* di Kelurahan Sidotopo Wetan telah menunjukkan keberhasilan. Menurut Denhardt dan Denhardt *New Public Service* memiliki 7 prinsip yaitu *Service Citizens, not customer, Seek the public interest, Value citizenship over entrepreneurship, Think strategically, act democratically, Recognize that accountability is not simple, Serve rather than steer,* dan *Value people, not just productivity*. Dan dari 7 prinsip tersebut Kelurahan Sidotopo Wetan hampir memenuhi semuanya, hal tersebut di tandai dengan terciptanya pelayanan yang memuaskan bagi masyarakat miskin yang mengurus SKM bidang kesehatan. Dimana warga masyarakat miskin di anggap sebagai citizen yang berhak mendapatkan hak-haknya dan mendapatkan pelayanan yang baik berupa sikap sopan santun dan ramah, serta di tunjukkannya rasa tanggung jawab yang di lakukan pihak-pihak yang terkait dalam pembuatan SKM bidang kesehatan di Kelurahan Sidotopo Wetan. Dan di Kelurahan Sidotopo Wetan sendiri menyediakan kotak saran yang di maksudkan untuk memberikan ruang partisipasi untuk warganya meskipun masih beberapa masyarakat tidak mengetahui adanya kotak saran tersebut.

**Kata Kunci :Layanan Kesehatan, Miskin, New Public Service**

## ABSTRACT

*This study aims to obtain a detailed picture related to realizing the implementation of the New Public Service in the application of Mayor Regulation No. 53 of 2014 on Procedures for the Issuance of Poor Certificate for Health Services. This research uses qualitative research method with descriptive research type. Data collection techniques were conducted by observation method, documentation study and in-depth interview with informant. Informant determination is done by snowball technique. Technique examination of data validity used is source triangulation. Furthermore, data analysis techniques that is by way of data reduction, data presentation and drawing conclusions. The location of the research was conducted in SidotopoWetan Surabaya.*

*The results of this study indicate that the application of Perwali no 53 of 2014 on Procedures Issuance of Poor Certificate for Health Services from the perspective of service New Public Service in Village SidotopoWetan has shown success..AccordingDenhardt and Denhardt New Public Service has 7 principles namely Service Citizens, not customer, Seek the public interest, Value citizenship over entrepreneurship, Think strategically, act democratically, Recognize that accountability is not simple, Serve rather than steer, and Value people, not just productivity. And of these 7 principles SidotopoWetan Village almost meet all, it is marked with the creation of a satisfactory service for the poor who care SKM health field. Where the poor are regarded as citizens who are entitled to get their rights and get good service in the form of polite and friendly attitude, as well as showing a sense of responsibility that is being done by the parties involved in the making of SKM in health sector in SidotopoWetan Village. And in the SidotopoWetan Village itself provides a suggestion box that is maximized to provide space for participation for its citizens although some people still do not know the existence of the suggestion box.*

**Keywords: Health Service, Poor, New Public Service.**