

# Swot Strategy Analysis in Improving the Quality of Public Services During the Covid-19 Pandemi (Study at Pekon Sopyonyo, Wonosobo District, Tanggamus Regency)

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## ABSTRACT

This study aims to find out how the SWOT Strategy Analysis is in Improving the Quality of Public Services during the Covid-19 Pandemic in Pekon Sopyonyo, Wonosobo District, Tanggamus Regency. This research uses a qualitative descriptive method. With SWOT data analysis techniques, SWOT analysis is carried out using the Internal Factory Analysis Summary matrix. (IFAS) and External Factory Analysis Summary (EFAS) to find out which strategies are suitable for use in Pekon Sopyonyo. This research resulted in findings that the public services provided by Pekon Sopyonyo seen from public service standards which include service procedures that are still difficult for the community to understand, existing facilities and infrastructure are inadequate so that this hinders the service process and the competence of service providers still needs to be improved because background factors are also one of the causes of a lack of understanding of the service process and the absence of special training for apparatus to develop their potential. The SWOT analysis produces a WO (Weakness-Opportunities) strategy, namely establishing a strategy for simplifying service procedures so that the services provided can be effective and efficient, improving facilities and infrastructure considering the need for higher services.

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## ABSTRAK

Penelitian ini bertujuan untuk mengetahui bagaimana Analisis Strategi SWOT Dalam Meningkatkan Kualitas Pelayanan Publik Pada Masa Pandemi Covid-19 Di Pekon Sopyonyo Kecamatan Wonosobo Kabupaten Tanggamus. Penelitian ini menggunakan metode deskriptif kualitatif. Dengan teknik analisis data SWOT, analisis SWOT dilakukan dengan menggunakan matriks Ringkasan Analisis Pabrik Internal. (IFAS) dan External Factory Analysis Summary (EFAS) untuk mengetahui strategi mana yang cocok digunakan di Pekon Sopyonyo. Penelitian ini menghasilkan temuan bahwa pelayanan publik yang diberikan oleh Pekon Sopyonyo dilihat dari standar pelayanan publik yang meliputi prosedur pelayanan yang masih sulit dipahami oleh masyarakat, sarana dan prasarana yang ada kurang memadai sehingga menghambat proses pelayanan dan kompetensi pelayanan. penyedia masih perlu ditingkatkan karena faktor latar belakang juga menjadi salah satu penyebab kurangnya pemahaman tentang proses pelayanan dan tidak adanya pelatihan khusus bagi aparatur untuk mengembangkan potensinya. Analisis SWOT menghasilkan strategi WO (Weakness-Opportunities) yaitu menetapkan strategi penyederhanaan prosedur pelayanan agar pelayanan yang diberikan dapat efektif dan efisien, peningkatan sarana dan prasarana mengingat kebutuhan pelayanan yang lebih tinggi.

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## I. INTRODUCTION

The low quality of public services in Indonesia is no longer a secret, the public has not fully experienced the good service from the government. Basically, public service is the responsibility of the government as a whole to the community in meeting the needs as well as the welfare of the community, which is stated in Law Number 25 of 2009 concerning public services, interpreted as an activity or series of activities in order to fulfill the service needs for goods, services and services. administration provided by public service providers. The state is obligated and responsible for fulfilling the basic rights and needs of the community in order to promote general welfare and educate the nation's life in accordance with the mandate of the opening of the 1945 Constitution.

The emergence of Covid-19 at the beginning of 2020 also shocked the world, including Indonesia, which resulted in a broad impact not only in the health sector, but also in the economic, political, social and especially public services, which should have been carried out face-to-face in the presence of Covid-19. In this case, public services are limited where the services provided prioritize health protocols.

Friday 26 November 2021 data for confirmed cases of Covid-19 totaling 4,255,265 cases, 4,103,379 recovered cases, and 143,796 cases of death. In an effort to break the chain of distribution of Covid-19, the Indonesian government has begun to impose Large-Scale Social Restrictions (PSBB) for areas with high transmission rates of Covid-19, has begun to adapt to new habits or better known as the new normal and also urges the public to 5M namely wearing a mask, washing hands, keeping a distance, avoiding crowds and reducing mobility. Policies and appeals related to health protocols are a positive response from the government..for..push..number..covid-19..in..Indonesia.

During the pandemic, the implementation of public services was of course very disrupted. The solution offered by the government is the use of electronics or online-based services. Pekon government cannot do this. The existence of the application of social distancing also hampers the service process, in addition to the apparatus performing their services they also still have to pay attention to the community so that they remain orderly in maintaining health protocols while in the office.

During the Covid-19 pandemic, the public services in Pekon Sopyonyono experienced a lot of non-maximum government apparatus in providing services. The increase in the number of services that occurred during the pandemic resulted in the village government being overwhelmed due to a lack of supporting facilities such as only one computer and printer and village government apparatus. who do not understand related to the implementation of public services. Not only that, the Pekon government apparatus in providing services is seen as less responsive because there are still many community needs that have not been met, which leads to a lack of public trust in Pekon government apparatus. Meanwhile, it is impossible for the people to refuse to have a relationship with the village government as a government organization at the lowest level.

Based on the background above, the researcher is interested in researching more deeply how to analyze the SWOT strategy in improving the quality of public services during the Covid-19 pandemic at Pekon Sopyonyono, Wonosobo District, Tanggamus Regency in 2021. Definition of SWOT Analysis, SWOT analysis is an analysis used to analyze strengths, weaknesses, opportunities and challenges in conducting a business or business. Identify various factors systematically to formulate a strategy, based on logic that can maximize strengths and opportunities and simultaneously minimize weaknesses and threats. So, SWOT analysis compares external factors, opportunities and threats with external factors. internal strengths and weaknesses in the current conditions (Rangkuti 2006:19).

SWOT Strategy Analysis, The SWOT matrix is a combination of internal factors, namely strengths and weaknesses with external factors, namely opportunities and threats so that it will form four alternative combination strategies, namely SO (Strength Opportunities), ST (Strength Threats), WO (Weakness Opportunities) and WT (Weakness) strategies. Threats) (Rangkuti 2006:13).

Definition of Quality, According to Goetsch and Davis (Tjiptono, 2002:51), quality is a dynamic condition associated with products, services, people, processes, and the environment that meets or exceeds expectations. Meanwhile, according to Wyckof (Tjiptono, 2000:52), service quality is the level of perfection expected and control over that perfection to fulfill customer desires.

Public Service Standards, According to Hardiansyah (2018: 36) states that public service standards that can be set by the organizers are as follows: Service procedures are things that have been standardized for service providers and recipients including public complaints. The time for completion is determined from the time the application is submitted to the completion of services, including public complaints. Service fees are things that are included in the details that have been determined in the process of providing services. Service products are the result of services received by the community in accordance with the provisions set by the government Facilities and infrastructure is the provision of adequate service facilities and infrastructure by public service providers. The competence of service providers must be determined precisely based on the knowledge, expertise, skills, attitudes and behavior required by the community.

Definition of Covid-19, Covid-19 is the name of the disease caused by the corona virus. This name was given by the World Health Organization (WHO) as the official name of this disease. The World Health Organization (WHO) first mentioned the coronavirus disease that was first discovered in Wuhan with the novel coronavirus 2019 which was caused by the Severe Acute Respiratory Syndrome Corona Virus- 2 (SARS-CoV-2)(Mochil, et al Vol. VII No. 111 2021: 111).

Over the past 70 years, scientists have discovered that coronaviruses can infect rats, dogs, cats, turkeys, horses, pigs and livestock. Occasionally, these animals can transmit coronaviruses to humans. Coronaviruses are responsible for several outbreaks around the world, including the 2002-2003 Severe Acute Respiratory Syndrome (SARS) pandemic and the Middle East Respiratory Syndrome (MERS) outbreak in South Korea in 2015. Recently, a new coronavirus emerged and became known as covid-19 triggered an outbreak in China in December 2019, and spread in various countries so that the World Health Organization (WHO) declared it..as..pandemic..global.(<https://www.merdeka.com/jateng/history-development-virus-corona-dari-masa-ke-masa-kln.html>) accessed on 14 November 2021.

## II. RESEARCH METHODS

This study uses descriptive qualitative research. Researchers choose qualitative research methods because the research is related to meaning and describes more the results of interview data and the results of observations studied so that they cannot be measured with numbers and require in-depth analysis and interpretation of the results of interview data and observations of researchers.

### 1. Types of research

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### 2. Data Sources and Types

#### a. Primary data

As for the primary data acquisition that has been carried out by researchers in the field, namely the results of interviews or information from Pekon Sopyonyo officials and representatives of the Pekon Sopyonyo community.

b. Secondary data

As for the secondary data that researchers obtained and used during research such as journals related to village government strategies in improving the quality of public services and Pekon Soponyono document archives.

**3. Data collection technique**

Data collection techniques used to obtain complete information according to the research focus are as follows:

a. Observation

Researchers made observations, pre-research first which began in October 2021, then continued on February 15-18, 2022.

b. Interview

Interviews were conducted during pre-research in October 2021 and then continued with research interviews on 15-18 February 2022. Interviews were conducted at the Pekon Soponyono office for village apparatus and community representatives by visiting each other's homes.

c. Documentation

Researchers in obtaining the completeness of the information needed, researchers use data originating from soft files and documents from Pekon Soponyono.

d. Data Validity Techniques

e. Researchers in the credibility test use triangulation techniques, reference materials, and member checks. The triangulation used in this research is technical triangulation.

### III. RESULTS AND DISCUSSION

Based on the framework, the research results are divided into two parts and there are three points. Public service standards are one of the indicators used to see how the quality of public services is in Pekon Soponyono and SWOT strategy analysis is used to see which strategies are suitable for Pekon Soponyono . Researchers in this case wish to examine the SWOT Strategy Analysis in Improving the Quality of Public Services during the Covid-19 Pandemic at Pekon Soponyono, Wonosobo District, Tanggamus Regency. There are three service standards used, namely: 1) service procedures 2) facilities and infrastructure 3) officer competency service provider

**1. Service procedures**

Public service standards are one aspect that can be measured to see how the quality of public services is being improved by Pekon Soponyono. Based on the results of interviews and field observations that can be seen from the results of the SWOT analysis are:

b. Strength

The strength in the service procedure is that Pekon Soponyono provides various types of public services.

c. Weakness

The weakness in service procedures is that the service procedures provided are still convoluted.

d. Opportunity

The opportunity that exists in this service procedure is the need for higher services.

e. Threat

The threats faced in service procedures are the many maladministrations.

**2. Facilities and Infrastructure**

Facilities and infrastructure are one aspect of supporting facilities and infrastructure services, which can be in the form of comfortable services, as well as adequate facilities.

a. Strength

The strength that is in the facilities and infrastructure is the location that is owned by Pekon Soponyono which is very strategic.

b. Weakness

The weakness of the existing facilities and infrastructure in the Sopyonyono village is that the facilities and infrastructure are incomplete.

c. Opportunity

Opportunities that exist in these facilities and infrastructure is that services can be open and affordable.

d. Threat

The threat faced in facilities and infrastructure is the lack of community participation.

**3. Competence of Service Provider Officers**

The expertise of village officials is a demand that is indirectly needed by the community, the community considers that some village officials in carrying out their duties are not qualified in their fields.

a. Strength

The strength that is in the competence of service providers is the existence of good coordination and cooperation between fellow apparatus and with other institutions in improving the quality of public services.

b. Weakness

Weaknesses in the competence of officers is the educational background is still low.

c. Opportunity

Opportunities faced by the officers is the service to be effective and efficient.

d. Threat

The threat faced by the village government in terms of the competence of service delivery officers is the replacement/dismissal of village officials.

Based on the results above, the SWOT strategy analysis is obtained as follows:

a. SO (Strength-Opportunities) Strategy

By providing various types of public services to provide services that are open and affordable. Strategic location can facilitate services to be effective and efficient. There is good coordination and cooperation between fellow apparatus and other institutions to improve the quality of public services given the increasing need for services.

b. ST Strategy (Strength-Threats)

By providing all kinds of services by increasing the expertise of apparatus so that there is no replacement/dismissal of apparatus. Existing strategic locations can affect community participation. Improving good coordination and cooperation between officials and other institutions to reduce maladministration practices.

c. WO (Weakness-Opportunities) Strategy

Simplification of service procedures so that the services provided can be effective and efficient. Improving facilities and infrastructure considering the need for higher services. Increase the expertise of the apparatus in providing services so that the services provided can be open and affordable.

d. WT Strategy (Weakness-Threats)

Simplification of service procedures to avoid maladministration practices. Improving facilities and infrastructure to make it easier for the community to participate. Increase the expertise of village apparatus so that there is no replacement/dismissal of apparatus.

#### IV. CONCLUSION

Based on the results of the discussion that has been researched, the conclusions that the researchers got are: The public services provided by Pekon Sopyonyono are seen from public service standards which include service procedures that are still difficult for the community to understand, existing facilities and infrastructure are inadequate so that this hinders the service process and the competence of service delivery officers needs to be improved due to background factors too. is one

of the causes of a lack of understanding of the service process and the absence of special apparatus training to develop their potential.

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