

ABSTRAK

Novamataroeli Lahagu, 2025. Analisis Implementasi Manajemen Strategi Dalam Meningkatkan Kinerja Aparatur Di Kantor Camat Mandrehe Utara. Skripsi pembimbing Meiman Hidayat Waruwu, S.Sos.,M.Si

Penelitian ini bertujuan untuk menganalisis *Implementasi Strategi Manajemen dalam Meningkatkan Kinerja Aparatur di Kantor Camat Mandrehe Utara, mengidentifikasi kendala yang dihadapi, serta menilai dampak penerapan strategi tersebut terhadap kinerja aparatur dan kualitas pelayanan publik. Latar belakang penelitian ini didasari oleh tuntutan peningkatan kinerja aparatur pemerintah daerah guna memberikan pelayanan yang efektif, efisien, dan memuaskan masyarakat. Metode penelitian yang digunakan adalah deskriptif kualitatif dengan teknik pengumpulan data melalui wawancara mendalam, observasi, dan dokumentasi. Informan penelitian terdiri dari Camat Mandrehe Utara, Sekretaris Camat, Kepala Subbagian Umum, pegawai, kepala desa, dan perwakilan masyarakat. Analisis data dilakukan melalui tahap reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa implementasi strategi manajemen di Kantor Camat Mandrehe Utara dilakukan melalui perencanaan kerja partisipatif, pembagian tugas sesuai uraian jabatan, penerapan SOP, rapat koordinasi dan evaluasi rutin, pengawasan langsung, serta pelatihan berkala. Kendala yang dihadapi meliputi keterbatasan sumber daya manusia dan sarana prasarana, motivasi dan kedisiplinan aparatur yang belum merata, keterbatasan anggaran, serta koordinasi antarunit kerja yang belum optimal. Dampak implementasi strategi manajemen terlihat dari meningkatnya kecepatan dan efisiensi pelayanan, produktivitas administrasi, kedisiplinan aparatur, respons positif pegawai, serta kepuasan masyarakat, meskipun keberlanjutannya memerlukan dukungan sumber daya yang memadai.

Kata kunci: strategi manajemen, kinerja aparatur, pelayanan publik

ABSTRACT

Novamataroeli Lahagu, 2025. *Analysis of Strategic Management Implementation in Improving Apparatus Performance at the North Mandrehe Sub-district Office*. Thesis supervisor: Meiman Hidayat Waruwu, S.Sos., M.Si.

*This study aims to analyze the *Implementation of Management Strategy in Improving Apparatus Performance at the North Mandrehe Sub-district Office, identify the obstacles faced, and assess the impact of the implementation of the strategy on apparatus performance and the quality of public services. The background of this study is based on the demand for improving the performance of local government apparatus in order to provide effective, efficient, and satisfying services to the public. The research method used is descriptive qualitative with data collection techniques through in-depth interviews, observation, and documentation. The research informants consisted of the North Mandrehe Sub-district Head, Sub-district Secretary, Head of General Sub-division, employees, village heads, and community representatives. Data analysis was carried out through the stages of data reduction, data presentation, and drawing conclusions. The results of the study indicate that the implementation of management strategy at the North Mandrehe Sub-district Office was carried out through participatory work planning, division of tasks according to job descriptions, application of SOPs, regular coordination and evaluation meetings, direct supervision, and periodic training. The obstacles faced include limited human resources and infrastructure, uneven motivation and discipline of apparatus, budget limitations, and suboptimal coordination between work units. The impact of implementing management strategies can be seen from the increased speed and efficiency of services, administrative productivity, discipline of the apparatus, positive employee responses, and public satisfaction, although its sustainability requires adequate resource support.*

Keywords: management strategy, apparatus performance, public service