

RINGKASAN

Penelitian ini dilatar belakangi dengan adanya permasalahan di Kantor Kemenag Kabupaten Banyumas terkait dengan kedisiplinan pegawai terhadap waktu kerja dan profesionalitas dalam melayani masyarakat. Dalam upaya meningkatkan kualitas pelayanan publik, Kemenag Kabupaten Banyumas perlu menerapkan lima nilai budaya kerja. Tujuan penelitian adalah menganalisis implementasi lima nilai budaya kerja dan mengetahui faktor pendorong dan penghambat proses implementasi lima nilai budaya kerja. Aspek yang diteliti yaitu Integritas, Profesionalitas, Inovasi, Tanggung Jawab, dan Keteladanan. Penelitian ini menggunakan metodologi kualitatif dengan teknik pemilihan informan *purposive sampling*. Pengumpulan data dilakukan dengan wawancara, observasi, dan dokumentasi. Keabsahan dalam penelitian ini dinilai dengan metode triangulasi metode dan sumber data.

Hasil penelitian menunjukkan bahwa proses implementasi lima nilai budaya kerja di Kantor Kemenag Kabupaten Banyumas sudah berjalan dengan semestinya dalam upaya menciptakan kualitas pelayanan publik dari kelima aspek yaitu, Integritas, Profesionalitas, Inovasi, Tanggung Jawab, dan Keteladanan. Hal tersebut dibuktikan dengan wawancara dengan sepuluh informan terpilih serta dari ulasan *Google Maps* yang mendapatkan nilai 4,9/5. Namun aspek profesionalitas pegawai dan inovasi masih harus ditingkatkan lagi. Kebaikan tersebut dapat lebih ditingkatkan lagi untuk menciptakan Kantor Kemenag Kabupaten Banyumas yang unggul dan terdepan.

Kata Kunci: Implementasi, Budaya Kerja, Kualitas Pelayanan Publik

SUMMARY

This research is motivated by issues at the Ministry of Religious Affairs in Banyumas Regency related to employee discipline regarding working hours and professionalism in serving the community. In an effort to improve the quality of public service, the Banyumas Regency Ministry of Religious Affairs needs to implement five work culture values. The purpose of the research is to analyze the implementation of the five work culture values and to identify the driving and inhibiting factors in the process of implementing the five work culture values. The aspects being studied are Integrity, Professionalism, Innovation, Responsibility, and Exemplary Behavior. This research uses a qualitative methodology with purposive sampling technique for informant selection. Data collection was conducted through interviews, observations, and documentation. The validity in this study is assessed using the method triangulation of methods and data sources.

The research results show that the implementation process of the five work culture values at the Banyumas Regency Ministry of Religious Affairs has been carried out properly in an effort to create public service quality from the five aspects, namely Integrity, Professionalism, Innovation, Responsibility, and Exemplary. This is evidenced by interviews with ten selected informants and from Google Maps reviews that received a score of 4.9/5. However, the professionalism of the employees and innovation still needs to be improved. That goodness can be further improved to create an outstanding and leading Kemenag of Banyumas Regency.

Keywords: Implementation, Work Culture, Quality of Public Service