

ABSTRACT

The Regional Technical Implementation Unit for the Protection of Women and Children in Bandung City found problems related to the Effectiveness of Public Services. The Regional Technical Implementation Unit for the Protection of Women and Children, namely the lack of adaptation related to the fact that there are still many people in the city of Bandung who do not know what the Regional Technical Implementation Unit for the Protection of Women and Children is., and what services are available in the Regional Technical Implementation Unit for the Protection of Women and Children and the lack of civil servant workers within the UPTD PPA scope.

The aim of this research is to find out how the services and services are implemented in the Regional Technical Implementation Unit for the Protection of Women and Children in the City of Bandung. Good effectiveness measurement according to Duncan (in Zulkarnain, 2012; 32) consists of 3 indicators, namely: (1) Goal Achievement, (2) Integration, (3) Adaptation. This research uses a descriptive research method with a qualitative approach, with the data collection techniques used are observation, interviews and documentation. The data analysis techniques used are data collection, data presentation, data reduction, and drawing conclusions

Based on the results of this research, it shows that the effectiveness of the Public Service of the Regional Technical Implementation Unit for the Protection of Women and Children in the Bandung City area is not yet optimal, namely from the adaptation aspect and the factors that create obstacles to the effectiveness of the public service of the Regional Technical Implementation Unit for the Protection of Women and Children, namely that there are still many urban residents. Bandung does not yet know what UPTD PPA is and what services are available at UPTD PPA and there is still a lack of civil servants within the scope of UPTD PPA Bandung City.

Keywords: Effectiveness, Public Services, Technical Implementation Unit for the Protection of Women and Children