

Implementation of the MENING DEH Program to Improve Public Services in Realizing Trenggalek MEROKET (Study in Tugu District, Trenggalek Regency)

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Recieved: July, 13 2026 Revised: August, 12 2026 Published: October ,2 2026

Abstract:

This study aims to determine, describe, and analyze the implementation of the MENING DEH Program in improving public services and its impact on realizing Trenggalek MEROKET in Tugu District, Trenggalek Regency. The background of this study is the persistence of public service problems in the mountainous and remote areas of Trenggalek Regency, such as limited accessibility, lack of service outreach, and limited human resources among service providers. This qualitative descriptive study employed observation, interview, and documentation techniques involving implementing officials and service users in Tugu District. Data were analyzed through data reduction, data display, and conclusion drawing, using David C. Korten's policy implementation theory as the analytical framework. The results show that the implementation of the MENING DEH Program has run fairly well in improving public services through a proactive "pick-up" service system that makes it easier for the public to access services. The program has had a positive impact on service effectiveness and community satisfaction, although challenges remain, including limited outreach, limited human resources, and geographical barriers. The study concludes that the MENING DEH Program plays an important role in improving the quality of public services and supporting the realization of the Trenggalek MEROKET vision. The success of the program is influenced by the alignment between community needs, the capacity of the implementing organization, and community participation as the beneficiary group. Increased outreach, strengthened human resource capacity, and optimized services are needed to make the program more effective and sustainable.

Keywords:

Policy Implementation, MENING DEH Program, Public Service, David C. Korten Theory, Trenggalek MEROCKET

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Introduction

Public policy is one of the important instruments owned by the government in regulating people's lives and solving various social problems. Policy implementation is a crucial stage because it determines whether the policies that have been designed can run effectively and provide real benefits to the community, starting from decision-making, preparation of operational plans, allocation of resources, to implementation in the field (Maharaksa et al., 2025). One of the complaints that still arises is the uneven distribution of public services, especially in the mountainous and coastal areas of Trenggalek Regency (Hutabarat et al., 2025).

Based on data from the Central Statistics Agency in 2023, Trenggalek Regency consists of 14 sub-districts, 5 sub-districts, and 152 villages, most of which are spread across mountainous areas (Article, 2023). Geographically, about two-thirds of the area of Trenggalek Regency is hilly and mountainous areas, thus affecting the reach of public services, especially for people in Munjungan, Panggul, Watulimo, Damungan, Tugu, and Pule Districts (Yuwono et al., 2023). This condition causes people to often experience difficulties in taking care of population administration due to the long distance to the relevant office offices, plus limited access to information about applicable policies and service requirements.

To realize the vision of "Trenggalek MEROCKET" (Advancing the People's Economy, People Are Creative, Ecosystems Are Maintained), the Trenggalek Regency Government presents the Public Service Mall (MPP) as a one-stop integrated service that provides around 80 types of services from 26 government agencies and five SOEs/BUMDs. However, the implementation of these services has not been optimal for people in mountainous areas due to distance, infrastructure, and access to information constraints (Article, 2023). As a solution, the Trenggalek Regency Government launched the MENING DEH Program (Makaryo Ning Great Village) in 2023 on the initiative of Regent Mochamad Nur Arifin and Deputy Regent Syah Muhammad Natanegara. This program involves more than 30 Regional Apparatus Organizations (OPD) that provide population administration, licensing, health, taxation, land, BPJS, banking, and police

administration services directly to villages through a pick-up system, and has reached approximately 1,000 people in the southern region of Trenggalek (Setiawan et al., 2024).

However, in its implementation, obstacles are still found in the form of relatively time-consuming administrative processes, limited accessibility in several areas, and lack of socialization so that some people do not know the existence of this program (Purnawati, 2023). The success of the MENING DEH Program is not only determined by program planning, but also by the suitability between the program, the capacity of the implementing organization, and the needs of the community as the target group. Therefore, this study aims to know, describe, and analyze the implementation of the MENING DEH Program in improving public services and its impact on the realization of Trenggalek MEROCKETET in Tugu District, Trenggalek Regency, using David C. Korten's policy implementation theory as an analytical framework. Theoretically, this research is expected to enrich the study of public administration regarding the suitability between programs, implementing organizations, and target groups, while practically this research is expected to be a consideration for the Trenggalek Regency Government in optimizing the implementation of the program.

Public Policy

Policies are often interchanged with the terms goals, programs, decisions, or grand plans made by the government (Wahab, 2011). Dye in (Anggara, 2014) defines public policy as whatever the government's choice to do or not to do something, both of which still contain certain goals. Nugroho (2014) added that public policy is every decision made by the state as a strategy to lead the community to the desired condition. Some of the main characteristics of public policy include: oriented to actions that have certain goals and objectives, in the form of the pattern of activities of government officials, which is what the government actually does, can be positive or negative, and is based on binding laws (Agustino, 2019).

Policy Implementation

Policy implementation is a crucial stage in the public policy cycle, because even a good plan will not provide the expected results if it is not accompanied by proper implementation (Purnawati et al., 2023). Implementation can be understood as an

Implementation of the MENING DEH Program to Improve Public Services in Realizing Trenggalek MEROKET (Study in Tugu District, Trenggalek Regency)

administrative tool that involves various actors, organizations, procedures, and techniques that work together to achieve the desired policy impact or goal (Mulyadi, 2022). Wahab in (Purnawati, 2023) stated that implementation is an effort to understand what actually happens after a program is declared effective, including administrative efforts and causing a real impact on society. In line with that, Dunn in (Tahir, 2014) emphasized that policy implementation is basically practical, in contrast to theoretical policy formulation. Thus, the success of a policy is highly determined by its implementation process, not just the policy formulation itself.

David C. Korten's Policy Implementation Model

One of the relevant policy implementation models used in reviewing the MENING DEH Program is the program implementation suitability model developed by David C. Korten (Tarigan, 2008). This model uses a learning process approach and states that the success of a program is determined by the suitability of three elements, namely: (1) suitability between the program and utilization, namely the suitability between what the program offers and the needs of the target group; (2) suitability between the program and the implementing organization, namely the suitability between the tasks required by the program and the ability of the implementing organization; and (3) suitability between the beneficiary group and the implementing organization, namely the suitability between the requirements set by the organization to obtain program output and the ability of the target group to fulfill it. The three suitability dimensions are used as the main analytical framework to assess the implementation of the MENING DEH Program in Tugu District, Trenggalek Regency.

Public Service

Public service is defined as the provision of services for the needs of the community who have an interest in an organization in accordance with the main rules and procedures that have been set (Bowo & Mahrudi, 2022; Sosial et al., 2018). Based on Law Number 25 of 2009, public services are administrative services provided in order to meet basic needs according to the rights of every citizen. The objectives of public services include realizing clarity of the rights and obligations of all parties involved, realizing a decent service system according to the principles of good governance, and providing legal

certainty for the community. Good public service standards must meet the principles of simplicity of procedures, clarity of requirements, certainty of time, accuracy, security, responsibility, completeness of infrastructure, ease of access, discipline/politeness/friendliness, and comfort of the service environment (Frinaldi & Padang, 2024; Ratminto, 2017).

MENING DEH Program

The MENING DEH program (Makaryo Ning Great Village) is a strategic program of the Trenggalek Regency Government that aims to bring public services closer to the community, especially those who are far from the center of government, through the concept of pick-up services. As a program, its success depends on three main elements, namely the existence of the program itself, the target community groups that benefit, and the implementing elements responsible for the management and supervision of the program (Ratminto, 2017; Tarigan, 2008). In its implementation, the MENING DEH Program presents various service outlets such as population administration, free health checks, social services, animal health checks, Mobile Samsat services, to the BPJS Kesehatan membership reactivation post, so that people do not have to travel long distances to take care of various administrative needs.

Previous Research

This research refers to several previous studies that examined the implementation of local government policies using a qualitative approach and David C. Korten's theory. Research by Maulana et al. (2021) regarding labor absorption policies in Cilegon City found that work skills improvement programs are able to open up job opportunities, but are still constrained by the lack of coordination between institutions. Research by Studi et al. (2025) regarding the street child development program in Cianjur Regency shows a positive impact on social welfare despite budget constraints and accompanying personnel. Research by Kanaha et al. (2024) on tourism development in Morotai Island Regency found obstacles to lack of coordination between institutions and budget limitations. Research by Eldinata et al. (2022) regarding the development of rural sanitation in Natuna Regency shows that the implementation is not optimal due to low public awareness, while Darmawaty (2020) research on the performance accountability system of government agencies in Depok City found that policy implementation has not run optimally due to the

Implementation of the MENING DEH Program to Improve Public Services in Realizing Trenggalek MEROKET (Study in Tugu District, Trenggalek Regency)

mismatch between the program and the capacity of the implementing organization. The five studies have similarities with this study in terms of qualitative approach and the use of David C. Korten's theory, but differ in terms of location, field of study, and the context of the problems studied, so that this study remains relevant to fill the gap in the study regarding the implementation of public service programs based on pick-up in mountainous areas such as Tugu District, Trenggalek Regency.

Methodology

This study uses a qualitative approach with a descriptive method to describe the application of the MENING DEH Program in improving public services in Tugu District, Trenggalek Regency (Qorib et al., 2024). The researcher acts as the main instrument by using triangulation techniques in the form of observations, interviews, and documentation to gain an in-depth understanding of the phenomenon being studied (Sugiyono, 2023).

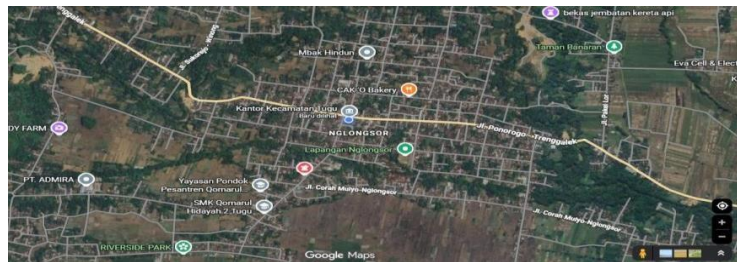
The focus of the research is directed at two things, namely: (1) the implementation of the MENING DEH Program which is analyzed through three dimensions of conformity according to David C. Korten's theory — the suitability between the program and the utilization, the suitability between the program and the implementing organization, and the suitability between the beneficiary group and the implementing organization; and (2) the impact of the program implementation on public services, including ease of access to services, service effectiveness, and community satisfaction. The location of the research was chosen in Tugu District because this sub-district is one of the implementation areas of the MENING DEH Program with representative geographical characteristics to illustrate the problem of equal access to public services.

The data source consists of primary data obtained through interviews with employees/Heads of the Service and Licensing Section of Tugu District, officers/operators of the MENING DEH Program, and the service user community; and secondary data in the form of institutional profiles, documents, and related literature (Arikunto, 2013). The research instruments used were interview guidelines, observation guidelines, and documentation guidelines. Data analysis was carried out through three stages that took place simultaneously, namely data reduction, data presentation, and conclusion/verification. The validity of the data was tested through source triangulation

and triangulation techniques, namely comparing data from various informants and data collection methods, as well as through member checks to ensure the suitability of the data with the informant's understanding (Sugiyono, 2023).

Result and discussion

The Tugu District Office is a sub-district level government administration center that oversees 15 villages in Trenggalek Regency, located on the Trenggalek-Ponorogo Highway Kilometer 7, on the border of Gondang and Nglongsor Villages. In the implementation of the MENING DEH Program, Tugu District acts as a facilitator who provides administrative support, activity facilities, and coordination between the district government and the village government through the District Secretary as the main liaison.



Location Map of Tugu District Office, Trenggalek Regency

Source: personal documentation, Google Maps



Figure 2

Tugu District Office, Trenggalek Regency

Source: personal documentation

Implementation of the MENING DEH Program to Improve Public Services in Realizing Trenggalek MEROKET (Study in Tugu District, Trenggalek Regency)

The suitability between the program and the utilization shows that the MENING DEH Program is designed by considering the geographical conditions of Trenggalek which is dominated by mountainous areas, so as to provide services that are closer, more accessible, and according to the needs of the community. Through the ball pick-up system, people can take care of electronic ID cards, Family Cards, domicile transfer letters, and other administrative needs without having to travel long distances to government offices, thus saving time, costs, and energy. A service staff of Tugu District explained that the ball pick-up service is very helpful for people who have limited access, so that public services become easier, faster, and more even.

The compatibility between the program and the implementing organization can be seen from the supporting institutional structure, starting from the involvement of the Sub-district Head, the sub-district secretariat, to coordination with village officials. The implementing human resources are considered to have enough understanding of the goals and mechanisms of the program, as reflected in a clear division of tasks and coordination between devices. This program also involves various agencies and OPDs of Trenggalek Regency, such as population administration, health, and licensing services, which work together in a coordinated manner so that services can run in an orderly and targeted manner.

The suitability between the beneficiary groups shows that the MENING DEH Program has answered the needs of village communities who want closer, easier, and faster services. The implementation of the one-stop service system allows the community to take care of various licensing needs without having to visit the relevant OPD office, as conveyed by the Regent of Trenggalek. The enthusiasm and active participation of the community in participating in program activities indicates a high level of acceptance of the services provided.

In terms of impact, the MENING DEH Program provides easy access to services for village people who previously had to travel long distances to take care of administration. The presence of direct services in the village brings the government closer to the community while increasing public trust in the local government. However, in terms of service effectiveness, there are still obstacles, as conveyed by the Deputy Regent

of Trenggalek, that the use of the program by the community has not been fully evenly distributed due to socialization that has not been optimal and some of the community's administrative needs have been largely resolved in the previous implementation. This condition shows the need for continuous evaluation of the aspects of planning, coordination, and delivery of program information.

From the aspect of community satisfaction, the MENING DEH Program has a positive impact through the ease and convenience of accessing public services directly at the village level. The speed of the process and the government's presence in the community encourage the formation of a positive perception of the performance of local governments. However, the level of satisfaction is not completely even because there are still obstacles in the form of service queues at certain times, limited implementing personnel, and information dissemination that is not optimal, so that continuous improvement is needed so that the benefits of the program can be felt by all levels of society.

Overall, these findings are consistent with David C. Korten's policy implementation theory which emphasizes that the success of a program is determined by the suitability between the program and the needs of the users, the suitability between the program and the capacity of the implementing organization, and the suitability between the beneficiary group and the implementing organization. The three dimensions of suitability in the MENING DEH Program in Tugu District have generally been met, although the optimization of socialization and strengthening of implementing resources still needs to be improved so that the impact of the program on service effectiveness and community satisfaction can be felt more evenly.

Conclusion

The implementation of the MENING DEH Program in realizing Trenggalek MEROCKETET in Tugu District, Trenggalek Regency has gone quite well through a pick-up system and one-stop service that brings population, health, and licensing administration services closer to the village community. Based on David C. Korten's theory, the implementation of the program shows that there is a good fit between the program and its utilization, between the program and the implementing organization, as well as between the beneficiary group and the implementing organization, which is

Implementation of the MENING DEH Program to Improve Public Services in Realizing Trenggalek MEROKET (Study in Tugu District, Trenggalek Regency)

reflected in the effective cross-government coordination and positive response of the community.

The impact of program implementation can be seen in the increase in the ease of access to services, service effectiveness, and community satisfaction, although there are still obstacles in the form of lack of socialization, limited implementing human resources, and geographical obstacles that cause the use of the program to be not completely evenly distributed. This research has limitations, namely using only qualitative methods and focusing on one sub-district, so the results cannot be generalized to other regions. Therefore, it is recommended that the Trenggalek Regency Government increase the socialization of the program more widely and evenly through social media and village apparatus, strengthen the capacity and number of implementing resources, increase the frequency and flexibility of services, and conduct periodic evaluations so that the MENING DEH Program can run more effectively, optimally, and sustainably for all levels of society in Trenggalek Regency. The next research is suggested to use a mixed methods approach and expand the scope of the research site.

Acknowledgments

The author would like to thank the Tugu District Government, Trenggalek Regency, all research informants, and supervisors for the support, guidance, and permission given during this research process.

Disclosure statement

The author states that there is no conflict of interest in this study. This research was conducted objectively without any financial or personal relationships that could affect the results or interpretation of the findings.

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Implementation of the MENING DEH Program to Improve Public Services in Realizing Trenggalek MEROKET (Study in Tugu District, Trenggalek Regency)

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