

Implementation of Public Service Values in Anti-Bullying Programs in Campus Environments

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Abstract: *This research aims to analyze and explore the application of public service values in anti-bullying programs on campus. The research method used was by using a literature review. Through a literature review, this research identifies the concept of public service and public service values such as accountability, transparency, participation and justice that can be implemented in anti-bullying programs. The research results show that the value of public services in implementing anti-bullying programs can not only increase the academic community's awareness of bullying around them. But it can also encourage active participation in the development of this program. Accountability can ensure that the handling of a bullying case must be carried out seriously and responsively, while there is transparency in the management of the anti-bullying program. The principle of justice in anti-bullying programs can provide a sense of security for victims or individuals when it comes to reporting existing cases of bullying. This research recommends policy development and evaluation to ensure that a program can run smoothly. Thus, the application of public service values plays a very important role in reducing or preventing cases of bullying that occur in the campus environment in order to create a safe and inclusive environment.*

Keywords : *campus environment, public services, bullying, anti-bullying programs*

Abstrak: Penelitian ini bertujuan untuk menganalisis dan mengeksplorasi penerapan nilai-nilai pelayanan publik dalam program anti-bullying di lingkungan kampus. Metode penelitian yang dilakukan adalah dengan menggunakan kajian literatur. Melalui kajian literatur, penelitian ini mengidentifikasi Konsep pelayanan publik dan nilai-nilai pelayanan publik seperti akuntabilitas, transparansi, partisipasi, dan keadilan yang dapat diimplementasikan pada program anti-bullying. Hasil penelitian Menunjukkan bahwa nilai-nilai pelayanan publik pada penerapan program anti-bullying tidak hanya dapat meningkatkan kesadaran para civitas akademik terhadap bullying di sekitar. Tetapi juga dapat mendorong partisipasi aktif dalam pengembangan program ini. Akuntabilitas dapat memastikan bahwa penanganan suatu kasus bullying harus dilakukan secara serius dan responsif, sementara transparansi dalam hal pengelolaan program anti bullying tersebut. Prinsip keadilan dalam program anti bullying dapat memberikan rasa aman bagi korban atau individu dalam hal melaporkan kasus bullying yang ada. Penelitian ini merekomendasikan pengembangan kebijakan dan evaluasi untuk memastikan agar suatu

program dapat berjalan secara lancar. Dengan demikian, penerapan nilai-nilai pelayanan publik berperan sangat penting dalam menurunkan atau mencegah suatu kasus bullying yang terjadi di lingkungan kampus agar dapat menciptakan lingkungan yang aman dan inklusif.

Kata kunci: lingkungan kampus, pelayanan publik, bullying, program anti-bullying

Introduction

Bullying is a social phenomenon that often occurs and colors human life. Bullying or what is commonly called bullying can occur anywhere, whether in the community, family, workplace, or even in the world of education. In the educational environment, an act of violence or what is often called "bullying", or in English is known as "bullying". The term bullying comes from the word bull, which describes that bulls always attack with their own horns and the behavior that exists is like attacking behavior. Bullying is a form of violence or oppression that is carried out intentionally and has been planned in advance by a stronger group against a very weak individual, with the aim of injuring and hurting repeatedly (Asnawi, 2019).

Bullying has a negative impact on victims in all aspects of an individual's life, both social, psychological and even health aspects, so that it will affect a person's development in the academic field. The impacts experienced are various, such as disturbances in the mind, where the victim will always be haunted by fear, discomfort, inferiority, and worthlessness in the surrounding environment, even more dangerously allowing someone to want to end their own life or also called suicide. Bullying is also divided into several types that often occur in social life, such as cyberbullying, physical bullying, and verbal bullying. (Asnawi, 2019)

The campus as an institution or college has a great obligation and responsibility in creating a responsive and inclusive educational environment. Therefore, developing an effective anti-bullying program in the campus environment is one of the very important reasons. One step that can be taken is to apply the concept of public service and the values in public service to the anti-bullying program.

According to Law No. 25 of 2009 which discusses Public Services, public services are defined as follows: "Public services are activities or series of activities in order to fulfill service needs in accordance with laws and regulations for every citizen and resident for goods, services, and/or administrative services provided by public service providers". In the context of public service, there are values such as accountability, transparency, participation, and justice that are very relevant when applied in campus programs, especially anti-bullying programs. Based on references from the book "Public Service Rahmadana et al., 2020" the application of the values of public service principles helps create a responsive and inclusive educational system and environment, where all parties including students, lecturers, and staff can monitor the implementation of the anti-bullying program. By

combining the concept of public service and bullying prevention efforts, it is hoped that it can increase the awareness of the academic community of the importance of creating a responsive, inclusive educational environment and contributing to the implementation of the program (Rahmadana, 2020).

Values in Public Service

1. Accountability

Accountability is one of several other public service values. In general, this accountability refers to the obligation of the trustee to be responsible by conveying, reporting, and explaining several activities or activities that are his responsibility to the trusting party (principal), who has the right and authority to request such accountability (Mardiasmo, 2006).

Accountability in the campus environment has three important foundations for the need to build accountability itself, namely: (1) Transparency from the organizer by involving input and participation from various existing components. (3) The existence of party participation so as to create a conducive environment. The purpose of accountability is to create high trust in the campus, so that it can encourage participation and management of the campus environment to be better and more trustworthy.

Accountability can be realized by the campus having to provide clear responsibility for all structural officials, faculty and academic senate members, foundation administrators, lecturers, and campus staff. The presence of internal audit is also needed to be able to carry out independent evaluation, analysis, and interpretation of all aspects of organizational activities. In general, this internal audit covers all activities of an organization that aims to evaluate or assess performance and control organizational activities so that the processes, goals, and objectives of an organization can be achieved effectively. Overall, basically, accountability is very relevant in this anti-bullying program, not only supporting the success of the anti-bullying program running well, but also being able to build trust and participation from all campus parties in creating a bullying-free environment and creating good learning.

2. Transparency

Transparency is an important value in public service and refers to the openness of information and accessibility for stakeholders. In the context of anti-bullying programs on campus. Transparency has a very important role, namely with the value of transparency, all parties, both lecturers, staff, and students can understand the policies, procedures and results of the programs that have been set.

Transparency creates trust among the academic community, which is very important for the success of anti-bullying programs. When information about the program is conveyed clearly and openly, participation from all parties can increase. According to the explanation of Adisasmita (2011:39) Transparency is the openness

of the government in conveying information and policies that are still related to the management of public resources to parties who need that information. This transparency aims to create and build a sense of trust between the community and the government, where the government has an obligation to provide information and accurate and precise information results, especially related to existing problems and ensure that the information can be easily accessed by the public.

Thus, overall, the implementation of transparency values in anti-bullying programs on campus not only helps create a safe and inclusive environment, but can also strengthen the commitment of all parties to jointly fight bullying that occurs around them.

3. Participation

Participation is very important in building and implementing a program, especially an anti-bullying program on campus. In this context, participation refers to the active participation of all parties such as lecturers, staff, and students, during the program from planning to evaluation. This involvement not only increases the effectiveness of the program but can also create a sense of responsibility among the academic community.

The reason participation is very important is that with participation, it can increase the legitimacy of a program. When an individual feels their voice is heard and appreciated, they tend to be more supportive of the program. According to Sari (2020), participation can increase a person's satisfaction and commitment to the program being run. This shows that participating can increase a sense of responsibility in existing programs.

In addition, participation also functions as a mechanism to increase transparency and accountability. When all parties are involved in the process, information about program policies and procedures must be communicated clearly and openly to all parties involved in the process. This can help build trust among the academic community for the success of the program. According to Prasetyo and Rahmawati (2021), Transparency in public management or administration can increase public participation, thereby creating synergy between the organizers and recipients of a service. Participation also provides an opportunity for individuals to share their experiences and perspectives. In the context of bullying, this is very understanding the various types of bullying that may occur and finding the best way to resolve them. The program can be tailored to specific contexts and needs. According to Widiastuti and Hidayati (2022), participation in anti-bullying programs can improve the quality of interventions and create a safe and peaceful life for all individuals. Overall, participation is an important key to realizing the success of anti-bullying programs. By involving all parties in the process, this anti-bullying program can create an inclusive and safe academic environment.

4. Justice

Justice is a fundamental value in public service that emphasizes the importance of behaving fairly, not discriminating between individuals. In the context of anti-bullying programs on campus, justice itself plays a very important role in ensuring that the entire academic community, including lecturers, students, and staff, view all of them as equal without any differences, so that they can create an inclusive and friendly educational environment that is anti-violence.

According to Rawls (1971, revised) in a book entitled "A Theory of Justice" or in Indonesian which is translated as "A Theory of Justice" states that Rawls put forward two principles of justice, namely: (1) Every individual has the same rights without any differences to obtain the same basic freedoms. (2) social, economic inequality, and differences must be regulated in such a way that they can benefit all individuals and no one feels disadvantaged.

The principles explained earlier are indeed very relevant in the context of education, especially anti-bullying programs on campus. By implementing Justice in this program, all individuals on campus feel safe and supported in their learning process. In addition, it not only reduces existing cases of bullying, but also fosters mutual respect between differences and collaboration among all academic communities.

Definition and Various Types of Bullying

As previously explained, Bullying is an act of violence, threats, and coercion carried out by a group against an individual who is lower or weaker with the aim of intimidating, hurting, and even injuring. According to Asnawi (2019), this act of bullying is very dangerous because bullying can cause mental disorders, such as anxiety about the surrounding conditions, depression, and even having the desire to end one's own life or commit suicide.

The impact of Bullying that is felt not only affects the health, mental problems and physical conditions of the victim, but can also affect development and learning in the academic environment. Victims who experience bullying can experience a decline in academic achievement, discomfort when interacting with other academic communities, and lose various interests and talents that they have due to having excessive anxiety and fear. Based on its form, bullying can be grouped or distinguished into various types, namely cyber bullying, physical bullying, and verbal bullying.

Cyber bullying, bullying that is carried out through online platforms such as social media, short messages, games, and others. This phenomenon tends to be more towards insulting, humiliating, and damaging the image of the victim. Cyberbullying can have negative impacts both in the long term and in the short term. With the development of social media culture and technology, the spread of information has become easier. This can have both positive and negative impacts. The digital footprint left by cyberbullying perpetrators can be used as evidence to

stop this behavior. Therefore, it is important to raise awareness about the dangers of cyberbullying and develop effective prevention and protection methods to protect victims.

Physical Bullying, physical bullying is bullying that is carried out directly in the real world and involves the condition of the human body, both internal and external parts of the body. Examples of this action are usually hitting until injured, strangling, even kicking dangerous areas of the body. The impact of physical bullying on victims includes serious or minor injuries, even damage to internal human organs and death. If this action is left alone, it will have a very fatal impact on victims who experience this bullying. (Inriyani, 2019)

Verbal Bullying, this bullying is bullying that is carried out without involving someone physically but this bullying is in the form of delivery, in the sense of "verbal" which means related to speech or speech. Examples of bullying include insulting and taunting someone, spreading slander against an innocent individual in the form of derogatory remarks, and can even lead to harassment. The effects of this action are very dangerous for the victim's psychology, this can affect academic development in the educational environment and their future. (Sucipto, 2016, Sufriani & Sari 2017). The impact of bullying from various types of bullying that exist is certainly very dangerous for the health and even the mental condition of the victim. Therefore, the campus as a higher education institution must have an important responsibility and role in creating an inclusive and comfortable educational environment for the entire campus academic community, the approach that can be implemented is to implement the Anti-bullying Program which has implemented several public service values.

Anti-Bullying Program and Implementation of Public Service Values

In the context of bullying prevention, as explained previously, to handle cases or acts of bullying that occur on campus, it is necessary to implement an anti-bullying program and apply public service values such as accountability, transparency, participation, and justice to the anti-bullying program. These values can form and create an inclusive anti-bullying program, according to the needs of the campus. In addition, the values of public service are related or in line with Pancasila, which prioritizes justice, unity, and humanity in various aspects of community life.

1. Accountability in the Anti-Bullying Program

Accountability in the anti-bullying program states that every action or decision must be accountable to the public. In the context of the anti-bullying program on campus, this accountability means that all parties such as lecturers, students, and staff must have a sense of responsibility for the program being run (Mardiasmo, 2006). In this case, the implementation of accountability in the anti-bullying program can be done in various ways.

First, create an anti-bullying policy. The campus must have created and designed an anti-bullying policy from the start and the policy contains prohibitions on certain actions, regulations in the campus environment, and a definition of what bullying is. This aims to prevent bullying cases from happening again. Second, a structured reporting mechanism. The campus must have a reporting system that can be accessed by the entire academic community. This aims to ensure that bullying cases are detected early and can be followed up before they get worse, and each report must be recorded and monitored to be clearer and more timely. Third, monitoring and evaluation. Anti-bullying programs do need to be evaluated periodically by the campus by assessing their effectiveness and ensuring that all programs run as expected. (Olweus, 1993) In the context of Pancasila, this accountability value is related or closely related to the 4th principle of Pancasila which reads "Democracy led by the wisdom of deliberation/representation", in this case the value of accountability reflects the principle of deliberation and representation, where the entire academic community has the responsibility and right to know the progress of the program and every action must be asked for accountability.

2. Transparency in Anti-Bullying Programs

Transparency in anti-bullying programs is basically the openness of information or the right to access information regarding policies, procedures and decisions that have been made by a campus. Here are some applications of transparency in anti-bullying programs on campus.

First, publication of anti-bullying policies. Campuses are required to publish what they have made regarding anti-bullying policies that are clear and can be easily understood by the entire academic community. This policy can be distributed through the campus's official website, bulletin boards, and brochures and educational materials. With policies published transparently, academic communities such as students, lecturers, and staff can have access to open up about the policies that have been made by the campus. Second, provide an easily accessible reporting system. Campuses can provide an easily accessible reporting system such as an online reporting portal or a box containing complaints from victims. Each report must be managed transparently so that reporters know to what extent the results of the report have been followed up by the campus. (Olweus, 1993)

In the context of Pancasila, the value of transparency is closely related to the 5th principle of Pancasila "Social justice for all Indonesian people", this states that transparency in the anti-bullying program has an open nature, which means that with openness, every student gets justice in terms of reporting and access to report bullying.

3. Participation in the Anti-Bullying Program

Participation has been explained in the previous points that with the participation of the entire academic community such as lecturers, students, and staff can help and increase the effectiveness of the sustainability of the anti-bullying

program. The following is how the value of participation can be applied in the anti-bullying program on campus.

First, socialization and education. The campus must hold socialization which is carried out for several days to increase awareness of the entire academic community about the dangers and impacts of bullying. This socialization and education can be done through webinars, seminars, any activities both online or onsite that discuss education about bullying and the importance of tolerance and empathy. Second, the formation of an anti-bullying committee. This committee consists of representatives of lecturers, students, and staff. This anti-bullying committee functions to monitor and evaluate the anti-bullying program in and provide good recommendations and suggestions. With the formation of this anti-bullying committee, all participating parties can overcome bullying that occurs in the campus environment. Third, student involvement in anti-bullying program activities. Each campus can involve several students in preparing an anti-bullying program through discussions and discussing which ones are relevant to be implemented in the anti-bullying program (Olweus, 1993) In the context of Pancasila, this participation value is closely related to the 3rd principle of Pancasila which reads "Indonesian Unity". This emphasizes that the academic community from all over is united in building this anti-bullying program to create a safe, inclusive, and free campus environment from existing bullying.

4. Justice in the Anti-Bullying Program

Justice in the anti-bullying program is basically prioritizing equality and fair treatment for all parties in the academic community such as students, lecturers, and staff. In the context of the anti-bullying program, this justice means stating that every report that exists will be processed fairly without discrimination. Here are some applications of the value of justice that can be applied in the anti-bullying program on campus.

First, the determination of firm and fair sanctions. The campus must determine and ensure that actions carried out in the form of bullying or violence must be given clear and fair sanctions because they aim to provide a deterrent effect as well as punishment for the perpetrators so that they can understand that what they did was an act that was not required. Second, Protection for victims. The campus must provide protection for victims including access to counseling services. All victims have the right to fair and equal protection. Third, Equality in handling cases. In handling bullying cases, it is mandatory for the campus parties to be handled fairly and clearly. There is no party that is privileged or degraded because basically this principle of justice does not look at caste or human status. (Olweus, 1993)

Basically this value of justice is related to the 2nd principle of Pancasila which reads "Just and civilized humanity" and the 5th principle of Pancasila which reads "Social justice for all Indonesian people". The 2nd and 5th principles emphasize the importance of having a humanitarian attitude, behaving fairly to

everyone, and every individual has the right to fair and equal treatment without any differences or castes, because basically all humans have the same position, only positions are different.

Conclusion

The anti-bullying program on campus is a very important step in creating a safe and inclusive educational environment, by combining applications such as accountability, transparency, participation, and justice in the success of this anti-bullying program. Each value in public service also has a significant relationship with the anti-bullying program. Implementation of Anti Bullying Program in this case Campus, Students, Lecturers, Campus Staff and Community must participate in preventing bullying because they have an important role, by increasing public awareness about the dangers of bullying, building trusting and open relationships with children, conducting anti-bullying socialization and counseling activities in schools, offices, and communities. Respecting the privacy and rights of others when using the internet Avoiding spreading incorrect, provocative, and offensive information, involving social organizations in preventing Bullying, increasing cooperation between various related parties, such as Schools, Families, and Communities, making strict laws to combat Bullying.

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