

## ABSTRACT

Public service is one of the efforts of the government for the sake of improved welfare. The most serious problems in the public service is in the field of licensing. One way to bring public services to the community through decentralization of authority to the local government units of government are lower, that is from the regent/mayor to district head. Delegation of authority to the district head of licensing services is in order to get closer to the community, facilitate and accelerate the licensing services and non-licensing at the district level.

The purpose of this study was to describe, assess, and analyze about the implementation of services in the field of licensing by the district head in order to improve the effectiveness of public services in Demak this time, the obstacles encountered in the implementation of services in the field of licensing by the district head in order to improve effectiveness public services in Demak this time, and efforts to make the effectiveness of the licensing service by the district head in Demak in the future.

The method used in this study is *juridical sociological*. Specifications of this research is *descriptive analysis*, which is expected to give a detailed description, systematic, and thorough on all matters relating to the object to be examined. The data used in this study are primary data and secondary data, data obtained through interviews and literature of materials collected through the study of literature, which is then *analyzed qualitatively*.

The results showed that : (1) The implementation of services in the areas of licensing by the subdistrict head in order to improve the effectiveness of public services in Demak this time, based on Demak Regent Regulation No. 31 Year 2015 *jo.* Regent Regulation No. 40 of 2015 which was held in a system of Integrated Administrative Service Districts through integrated one-stop service system. The subdistrict head set the standard operating procedures, establish a technical working group permissions, and establish service standards, to efektifitas licensing services in the district; (2) Obstacles encountered in the implementation of services in the field of licensing by the subdistrict head in order to improve the effectiveness of public services in Demak this time, such as related to the problem : (a) personnel were inadequate, (b) funds are lacking, and (c) facilities and infrastructure are inadequate; and (3) Effort effectiveness licensing services by the subdistrict head in Demak in the future, namely : (a) implement standard operating procedures and service standards well; (b) the restructuring of the bureaucracy; (c) improving the quality of human resources, (d) addition of the budget; (e) the improvement of facilities and infrastructure; (f) the use of e-government; and (g) implement the principles of good governance and public service.

Keywords : *Licensing, the District Head, Effectiveness, and the Public Service*