

INNOVATION PUBLIC VALUE CREATION IN A NEW PARADIGM IN PUBLIC SERVICES

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Public services implemented by the government still need improvement. The government as a stakeholder in policy making seeks to improve the quality of services by dynamically following the needs and developments of society. So far, the conceptualization and understanding of public value in the context of the public service ecosystem is still less relevant to social conditions in Indonesia. The research statement in this article is to find out what government public services have adopted the concept of private services, to understand what factors cause the quality of public services in Indonesia to still be rated low and to analyze the theoretical basis of service ecosystems, public value, the dominant logic of services and dominant logic of public service. The method used in this article is a qualitative descriptive approach with a single case study approach. This method explains in detail the problem and collects indirect data using literature studies based on the evidence and information obtained. This article will provide a conceptualization view of public value and its characteristics in the context of public services, the view in question focuses more on the creation of public value that will be produced by public service institutions. Improving the quality of public services can be done with various innovations by utilizing resources existing and information technology. Therefore, it is hoped that this article will provide new theories for understanding and analyzing public value and public service ecosystems that are relevant for researchers, public managers and policy makers in this field. **Keywords: Public services, public values**