

Pembentukan corporate image melalui komunikasi pemasaran jasa sektor publik (studi pada badan pelayanan terpadu satu pintu Provinsi DKI Jakarta) = Formation of corporate image through services marketing communication in public sector (study on BPTSP Prov DKI Jakarta)

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Abstrak

Studi ini berangkat dari minimnya aplikasi komunikasi pemasaran jasa sektor publik dalam membentuk corporate image di instansi Pemerintah Daerah. Dengan tujuan untuk mengetahui bauran pemasaran jasa sektor publik dan interaksi penyelenggara pemerintah dalam membentuk corporate image, penelitian ini menggunakan pendekatan komunikasi pemasaran.

Penelitian ini ingin melihat formulasi bauran pemasaran jasa 8Ps yang meliputi (product, place-cyberspace-time, process, productivity-quality, people, promotion-education, physical evidence, price and other user outlays) dan konsep flower of service (information, consultation, ordertaking, hospitality, caretaking, exceptions, billing, payment) dari Lovelock dan Wright serta manajemen corporate image dari Steven Howard.

Aplikasi bauran pemasaran jasa dan interaksi penyelenggara pemerintah pada sektor publik dapat membentuk corporate image positif terhadap organisasi. Penelitian ini adalah penelitian kualitatif dengan metode studi kasus, informan penelitian berjumlah dua orang yang sudah berpengalaman dalam mengurus perizinan-non perizinan pada institusi sektor publik.

Hasil penelitian menunjukkan bahwa fokus marketing dalam pemerintahan yaitu memasarkan jasa pelayanan publik yang dapat memberikan kepuasan masyarakat melalui strategi bauran pemasaran jasa. Penerapan strategi pemasaran jasa (8Ps) sektor publik yang berperan penting dalam membentuk corporate image adalah proses (process) pengurusan dokumen perizinan/non perizinan yang cepat dan tidak berbelit-belit.

.....This study started from the lack practices of marketing communications services in the public sector to establish a corporate image of local government agencies. The objective of the research was to found out the marketing mix of public sectors and executive government interaction to established a corporate image. The research used an approach of marketing communications.

This study was to observed the formulation of marketing mix 8Ps services which covers (product, place-cyberspace-time, process, productivity-quality, people, promotion-education, physical evidence, price and another user outlays) and the concept of flower of service (information, consultation , order taking, hospitality, caretaking, exceptions, billing, payment) of Lovelock and Wright as well as the corporate image management of Steven Howard.

Marketing mix applications and executive government interaction on public sectors could establish a positive corporate image towards the organization. This research was a qualitative case study with two persons as sources who have experienced in manage licensed and no licensed on public-sector institutions. And the research results showed that the focus of government marketing was to market public services that could give satisfaction to the public by means of marketing mix strategy. The implementation of the

marketing strategy of public sector services (8PS) that played an important role in establishes corporate image was the process of the documents of licensed / no licensed into a swift and straightforward service.