

Studi kasus peningkatan kualitas pelayanan publik melalui implementasi strategi komunikasi proaktif pemerintah kota (Kajian pada mal pelayanan publik Kota Bekasi) = The case study improvement of public services Quality through The Implementation of Proactive Communication Strategy of The Governments City. (The Research on Public Services Mall of Bekasi City)

Citra Exoria Utami, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20481725&lokasi=lokal>

---

#### Abstrak

Penelitian ini menganalisis tentang strategi komunikasi proaktif dan pengaruhnya dalam rangka peningkatkan kualitas pelayanan publik. Penelitian dilakukan di Mal Pelayanan Publik Kota Bekasi. Tujuan penelitian ini untuk menganalisa strategi komunikasi proaktif serta pengimplementasianya yang dilakukan oleh Mal Pelayanan Publik Kota Bekasi dan memaparkan hasil evaluasi implementasi strategi komunikasi proaktif yang memiliki kaitan dengan peningkatan kualitas pelayanan publik.

Penelitian menggunakan pendekatan kualitatif dengan metode studi kasus. Teknik pengumpulan data berupa wawancara mendalam, observasi, studi kepustakaan dan dokumentasi serta teknik triangulasi data. Teori yang digunakan penelitian ini meliputi strategi komunikasi proaktif (<em>action strategies, communication strategies</em>), media publikasi dan dikaitkan dengan dimensi kualitas pelayanan publik.

Hasil dari penelitian menunjukan bahwa strategi komunikasi proaktif yang diimplementasikan oleh MPP Kota Bekasi telah optimal disetiap tipologinya dan mempunyai pengaruh positif terhadap peningkatan kualitas pelayanan publik disana. Namun masih diperlukan pengoptimisasian dalam publikasi informasi pelayanan publik melalui media yang ada sehingga peningkatan kualitas pelayanan publik dapat lebih maksimal.

<hr />

The research analyse about proactive communication strategy and the influence to improve quality of Public services. The research holds on Public Services Mall of Bekasi City. The reason of this research is to analyse the proactive of communication strategy and the implementation doing in Public Services Mall of Bekasi City and give the evaluation result of implementation of proactive communication strategies which has correlation with the improvement of quality in public services.

The research is use Qualitative approach with study case method. The techniques of data collection are consists of interview, observation, library research, documentation, and technique of data triangulation. The theories of this research used are proactive communication strategies (action strategies, communication strategies), media publications and associated dimensions of quality of public services.

The research showed that proactive of communication strategy that was implemented by Public Services Mall of Bekasi City was optimize in every typology and have positive influence to improve the quality of public services in Bekasi. Even though, it must need the effort to optimize in public information services by

using existing media and hope the improvement of public services quality is more maximum.