

ABSTRAK

Isna Nurfajriah: Strategi Komunikasi Humas DISPUSIPDA Provinsi Jawa Barat dalam Meningkatkan Citra melalui Pelayanan Prima (*Service Of Excellent*).

Strategi komunikasi humas berperan penting dalam mendukung aktivitas organisasi, khususnya dalam menyampaikan informasi dan membangun kepercayaan publik di era keterbukaan informasi. Undang-Undang Nomor 14 Tahun 2008 menuntut lembaga pemerintah, termasuk DISPUSIPDA Jawa Barat, untuk menerapkan transparansi, akuntabilitas, dan pelayanan prima berorientasi kepuasan masyarakat. Komitmen ini dibuktikan dengan capaian predikat Badan Publik Informatif dari Komisi Informasi Provinsi Jawa Barat selama tiga tahun berturut-turut (2021–2023), yang menegaskan peran strategi komunikasi humas dalam membangun citra positif melalui pelayanan prima kepada masyarakat.

Penelitian ini bertujuan untuk menganalisis strategi komunikasi Humas DISPUSIPDA Jawa Barat dalam meningkatkan citra lembaga melalui pelayanan prima (*service of excellent*), dengan mengkaji tentang proses identifikasi masalah, perencanaan program, pelaksanaan dan pengkomunikasian, serta evaluasi kegiatan program layanan yang dijalankan DISPUSIPDA Jawa Barat.

Penelitian ini menggunakan model *Four-Step Public Relations* dari Cutlip, Center, dan Broom, yang terdiri atas empat tahapan utama: identifikasi masalah (*defining the problem*), perencanaan dan pemrograman (*planning and programming*), pelaksanaan dan pengkomunikasian (*taking actions and communicating*), dan evaluasi program (*evaluating the program*). Model ini dijadikan kerangka acuan untuk melihat sejauh mana strategi komunikasi Humas DISPUSIPDA dilaksanakan secara sistematis dalam upaya meningkatkan citra positif lembaga.

Metode penelitian yang digunakan adalah deskriptif kualitatif dengan teknik pengumpulan data melalui wawancara mendalam, observasi, dan dokumentasi. Data yang diperoleh kemudian dianalisis untuk menggambarkan penerapan strategi komunikasi humas secara mendalam.

Hasil penelitian menunjukkan bahwa pada tahap identifikasi masalah, Humas DISPUSIPDA melakukan analisis tren dan isu, analisis hambatan dan kendala, serta analisis laporan pengaduan masyarakat sebagai dasar perumusan strategi. Pada tahap perencanaan dan pemrograman, dilakukan *content planning*, analisis sasaran audiens, perancangan pesan dan tema konten, serta penyusunan anggaran dan rencana kerja. Tahap pelaksanaan dan pengkomunikasian melakukan pembuatan konten, dokumentasi, dan *press release*, penyebaran konten dan informasi, pelaksanaan pelayanan prima terpadu, pelaksanaan program utama humas, mempromosikan program DISPUSIPDA Jawa Barat, koordinasi antar bidang dan pimpinan lembaga, serta penyaluran keluhan masyarakat ke setiap bidang terkait. Sedangkan pada tahap evaluasi program, dilakukan *monitoring* laporan pengaduan, evaluasi internal humas, evaluasi kualitas pelayanan DISPUSIPDA Jawa Barat serta melakukan survei kepuasan publik dan indeks kepuasan masyarakat.

Kata kunci: Strategi Komunikasi Humas, Citra, Pelayanan Prima.

ABSTRACT

Isna Nurfajriah: Public Relations Communication Strategy of DISPUSIPDA West Java Province in Improving Image through Service Excellent.

Public relations communication strategy has an important role in supporting organizational activities, especially in delivering information and building public trust in the era of information disclosure. Law Number 14 of 2008 requires government institutions, including DISPUSIPDA West Java, to implement transparency, accountability, and service excellent oriented to public satisfaction. This commitment is proven by the achievement of the predicate of Informative Public Body from the Information Commission of West Java Province for three consecutive years (2021–2023), which emphasizes the role of public relations communication strategy in building a positive image through service excellent to the community.

This research aims to analyze the communication strategy of Public Relations DISPUSIPDA West Java in improving institutional image through service excellent, by examining the process of problem identification, program planning, communication implementation, and evaluation of service programs carried out by DISPUSIPDA West Java.

This research uses the Four-Step Public Relations model from Cutlip, Center, and Broom, which consists of four main stages: defining the problem, planning and programming, taking actions and communicating, and evaluating the program. This model is used as a reference framework to assess the extent to which the communication strategy of Public Relations DISPUSIPDA implemented systematically in an effort to improve the institutional image.

The research method used is descriptive qualitative with data collection techniques through in-depth interviews, observation, and documentation. The data obtained were then analyzed to describe the application of public relations communication strategy in depth.

The results of the study show that at the problem identification stage, Public Relations DISPUSIPDA conducted trend and issue analysis, obstacle and constraint analysis, as well as analysis of public complaint reports as the basis for formulating strategies. At the planning and programming stage, content planning, target audience analysis, message and theme design, as well as budgeting and work plan preparation were carried out. The implementation and communication stage included content creation, documentation, and press release, dissemination of content and information, implementation of integrated service excellent, implementation of the main PR programs, promotion of DISPUSIPDA West Java programs, coordination between divisions and institutional leaders, as well as channeling public complaints to each relevant division. Meanwhile, at the program evaluation stage, monitoring of complaint reports, internal PR evaluation, evaluation of DISPUSIPDA West Java service quality, as well as public satisfaction surveys and community satisfaction index were carried out.

Keywords: Public Relations Communication Strategy, Image, Service Excellent.