

## ABSTRAK

### **Eka Alvin Nur Masruhah: Strategi *Image Building* Samsat Rancaekek Melalui Layanan Samsat Keliling**

*Image building* dipahami sebagai upaya yang dilakukan organisasi untuk membentuk persepsi atau citra di mata publik. Citra lembaga dalam konteks pelayanan publik memiliki peran penting karena berkaitan dengan tingkat kepercayaan dan penilaian masyarakat terhadap kualitas layanan yang diterima. Samsat Rancaekek membangun citra lembaga melalui layanan Samsat Keliling yang menghadirkan pelayanan pembayaran pajak kendaraan bermotor lebih dekat dengan masyarakat. Kehadiran layanan tersebut berfungsi tidak hanya untuk mempermudah akses pelayanan, tetapi juga untuk memperkuat interaksi antara lembaga dan masyarakat sebagai pengguna layanan. Penelitian mengenai strategi *image building* melalui layanan Samsat Keliling diperlukan untuk memahami bagaimana upaya pembentukan citra lembaga diwujudkan melalui penyelenggaraan pelayanan publik.

Penelitian ini bertujuan untuk menganalisis strategi *image building* yang dilakukan oleh Samsat Rancaekek melalui layanan Samsat Keliling dengan menggunakan Model Manajemen Citra Organisasi dari Russell Abratt yang terdiri atas *corporate personality*, *corporate identity*, dan *corporate image*.

Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan paradigma konstruktivistik. Data dikumpulkan melalui wawancara, observasi, dan dokumentasi terhadap pihak penyelenggara layanan serta masyarakat pengguna Samsat Keliling guna memperoleh pemahaman yang mendalam mengenai strategi pembentukan citra yang diterapkan oleh Samsat Rancaekek.

Hasil penelitian menunjukkan bahwa strategi *image building* Samsat Rancaekek dibangun melalui tiga elemen utama. (1) *Corporate Personality* yang tercermin melalui visi dan misi pelayanan, budaya kerja, sikap petugas terhadap masyarakat, serta gaya komunikasi yang diterapkan dalam pelayanan. (2) *Corporate Identity* yang diwujudkan melalui penggunaan logo dan slogan Samsat Keliling sebagai identitas yang memudahkan masyarakat mengenali layanan. (3) *Corporate Image* yang terbentuk melalui reputasi, kredibilitas, dan daya tarik pelayanan yang dirasakan oleh masyarakat. Ketiga elemen tersebut saling berkaitan dalam membangun persepsi positif masyarakat terhadap layanan Samsat Keliling.

Berdasarkan hasil penelitian, Samsat Rancaekek berhasil membangun citra lembaga melalui strategi *image building* yang diwujudkan melalui karakter pelayanan, identitas layanan, serta pengalaman pelayanan yang dirasakan langsung oleh masyarakat. Strategi tersebut mendukung terbentuknya persepsi bahwa Samsat Rancaekek merupakan lembaga pelayanan publik yang mudah diakses, terpercaya, dan berorientasi pada kebutuhan masyarakat.

Kata Kunci: *Image Building*, *Corporate Personality*, *Corporate Identity*, *Corporate Image*, Samsat Keliling, Samsat Rancaekek

## **ABSTRACT**

### **Eka Alvin Nur Masruhah: *Image Building Strategy of Samsat Rancaekek Through Mobile Samsat Services***

*Image building is understood as an effort made by an organization to form a perception or image in the eyes of the public. The image of the institution in the context of public services has an important role because it is related to the level of trust and public assessment of the quality of services received. Samsat Rancaekek builds the image of the institution through the Mobile Samsat service which presents motor vehicle tax payment services closer to the community. The presence of these services serves not only to facilitate access to services, but also to strengthen interaction between institutions and the community as service users. Research on image building strategies through the Mobile Samsat service is needed to understand how efforts to form the image of the institution are realized through the implementation of public services.*

*This study aims to analyze the image building strategy carried out by Samsat Rancaekek through the Mobile Samsat service using the Organizational Image Management Model from Russell Abratt which consists of corporate personality, corporate identity, and corporate image.*

*This study uses a descriptive qualitative approach with a constructivistic paradigm. Data was collected through interviews, observations, and documentation of service providers and the mobile Samsat user community to gain a deep understanding of the image formation strategy implemented by Samsat Rancaekek.*

*The results of the study show that Samsat Rancaekek's image building strategy is built through three main elements. (1) Corporate Personality which is reflected through the vision and mission of the service, work culture, attitude of officers towards the community, and communication style applied in service. (2) Corporate Identity which is realized through the use of the Samsat Mobile logo and slogan as an identity that makes it easier for the public to recognize the service. (3) Corporate Image formed through reputation, credibility, and service attractiveness felt by the community. These three elements are interrelated in building a positive public perception of the Mobile Samsat service.*

*Based on the results of the research, Samsat Rancaekek succeeded in building the image of the institution through an image building strategy that is realized through service character, service identity, and service experience that is directly felt by the community. This strategy supports the formation of the perception that Samsat Rancaekek is a public service institution that is easily accessible, trusted, and oriented to the needs of the community.*

**Keywords:** *Image Building, Corporate Personality, Corporate Identity, Corporate Image, Mobile Samsat, Samsat Rancaekek.*