

ABSTRAK

Nabila Syifa Larasati: Strategi Humas Pemerintah Kabupaten Karawang dalam Menangani Keluhan Masyarakat

Penerapan sistem antrean *online* di Mal Pelayanan Publik (MPP) Karawang merupakan inovasi pelayanan publik berbasis digital yang bertujuan meningkatkan efektivitas dan efisiensi layanan. Namun, implementasinya masih menimbulkan berbagai keluhan masyarakat, seperti rendahnya pemahaman terhadap penggunaan sistem, keterbatasan kuota layanan, serta kendala teknis dalam proses pengambilan antrean.

Penelitian ini bertujuan untuk menganalisis strategi humas Pemerintah Kabupaten Karawang dalam menangani keluhan masyarakat terkait sistem antrean *online* di MPP Karawang.

Model yang digunakan dalam penelitian ini adalah Model RACE (*Research, Action, Communication, Evaluation*) dari John Marston yang mencakup tahapan riset, tindakan perencanaan, pelaksanaan komunikasi, dan evaluasi sebagai dasar dalam penyusunan strategi kehumasan.

Penelitian ini menggunakan paradigma konstruktivisme dengan pendekatan kualitatif dan metode deskriptif. Teknik pengumpulan data dilakukan melalui wawancara, observasi, dan dokumentasi.

Hasil penelitian menunjukkan bahwa pada tahap *research*, humas MPP Karawang melakukan identifikasi masalah melalui studi tiru, observasi, dan pengumpulan keluhan masyarakat. Tahap *action*, strategi yang diprioritaskan berupa edukasi masyarakat mengenai penggunaan antrean *online*. Tahap *communication*, penyampaian informasi dilakukan melalui media sosial, pelayanan informasi langsung, serta media digital lainnya. Tahap *evaluation*, MPP Karawang melakukan evaluasi berkala melalui Survei Kepuasan Masyarakat (SKM), *monitoring* keluhan, dan *feedback* masyarakat. Strategi yang diterapkan dinilai mampu meningkatkan pemahaman masyarakat terhadap penggunaan antrean *online* serta kualitas pelayanan publik di MPP Karawang setelah diberlakukan strategi edukasi.

Kata Kunci: Strategi Humas, Model RACE, Pelayanan Publik, Antrean *Online*, MPP Karawang.

ABSTRACT

Nabila Syifa Larasati: *Public Relations Strategy of the Karawang Regency Government in Handling Public Complaints.*

The implementation of an online queue system at the Mal Pelayanan Publik (MPP) Karawang represents a digital-based public service innovation aimed at improving the effectiveness and efficiency of public services. However, its implementation has continued to generate various public complaints, including low public understanding of the system, limited service quotas, and technical obstacles encountered during the queue registration process.

This study aims to analyze the public relations strategy of the Karawang Regency Government in handling public complaints regarding the online queue system at MPP Karawang.

The theoretical framework applied in this study is the RACE Model (Research, Action, Communication, Evaluation) developed by John Marston, which encompasses the stages of research, action planning, communication implementation, and evaluation as the foundation for formulating public relations strategies.

This study employs a constructivism paradigm with a qualitative approach and descriptive method. Data were collected through interviews, observation, and documentation.

The findings reveal that in the research stage, the MPP Karawang public relations team identified problems through benchmarking visits, observation, and the collection of public complaints. In the action stage, the prioritized strategy involved educating the public on the use of the online queue system. In the communication stage, information was disseminated through social media, direct information services, and other digital platforms. In the evaluation stage, MPP Karawang conducted periodic assessments through the Community Satisfaction Survey (SKM), complaint monitoring, and public feedback. The strategy implemented is considered to have effectively improved public understanding of the online queue system and the overall quality of public services at MPP Karawang following the implementation of the educational strategy.

Keywords: *Public Relations Strategy, RACE Model, Public Complaints, Online Queue System, MPP Karawang.*