

ABSTRAK

Silvie Ainurrohmah: Peran Praktisi Humas Perusahaan Umum Daerah dalam Menangani Keluhan Pelanggan (Studi Deskriptif pada Humas Perumda Tirtawening Kota Bandung)

Pertumbuhan jumlah pelanggan air bersih di Kota Bandung mendorong Perumda Tirtawening Kota Bandung untuk terus meningkatkan kualitas pelayanannya. Berbagai permasalahan layanan seperti gangguan distribusi air, kebocoran pipa, dan minimnya informasi terkait kondisi pelayanan kerap menjadi sumber keluhan pelanggan yang perlu ditangani secara tepat. Praktisi humas memegang peranan strategis sebagai penghubung antara perusahaan dan pelanggan dalam memastikan setiap keluhan memperoleh penanganan yang efektif.

Penelitian ini bertujuan untuk menganalisis peran praktisi humas Perumda Tirtawening Kota Bandung dalam menangani keluhan pelanggan dengan menggunakan kerangka konsep empat peran *public relations* menurut Broom dan Dozier, meliputi penasihat ahli, fasilitator komunikasi, fasilitator pemecah masalah, dan teknisi komunikasi. Pendekatan yang digunakan adalah kualitatif deskriptif dengan paradigma konstruktivisme yang memandang realitas sebagai hasil konstruksi makna dari pengalaman dan interaksi subjek penelitian. Data dikumpulkan melalui dokumentasi dan wawancara mendalam kepada lima praktisi humas Perumda Tirtawening Kota Bandung.

Temuan penelitian menunjukkan bahwa keempat peran tersebut telah dijalankan oleh praktisi humas dalam proses penanganan keluhan pelanggan. Peran penasihat ahli tercermin dari upaya identifikasi keluhan dan penyampaian rekomendasi berbasis pengalaman lapangan kepada manajemen. Peran fasilitator komunikasi diwujudkan melalui pengelolaan arus komunikasi dua arah antara perusahaan dan pelanggan melalui berbagai kanal. Peran fasilitator pemecah masalah dilaksanakan melalui koordinasi lintas divisi yang proporsional sesuai skala permasalahan. Sementara peran teknisi komunikasi dijalankan melalui produksi infografis serta distribusi informasi melalui Instagram, WhatsApp, media konvensional, dan media online.

Kata Kunci: Peran Humas, Keluhan Pelanggan, Perumda Tirtawening Kota Bandung, Konsep Empat Peranan *Public Relations*

ABSTRACT

Silvie Ainurrohmah: *The Role of Public Relations Practitioners of Regional Public Companies in Handling Customer Complaints (A Descriptive Study on the Public Relations of Perumda Tirtawening Bandung City)*

The growing number of clean water customers in Bandung City has encouraged Perumda Tirtawening Bandung City to continuously improve the quality of its services. Various service issues such as water distribution disruptions, pipe leaks, and limited information regarding service conditions have frequently become sources of customer complaints that need to be handled appropriately. Public relations practitioners hold a strategic role as a bridge between the company and its customers in ensuring that every complaint receives effective handling.

This study aims to analyze the role of public relations practitioners of Perumda Tirtawening Bandung City in handling customer complaints using the framework of the four public relations roles according to Broom and Dozier, namely expert prescriber, communication facilitator, problem-solving facilitator, and communication technician. The approach used is descriptive qualitative with a constructivism paradigm, which views reality as the result of meaning construction derived from the experiences and interactions of research subjects. Data were collected through documentation and in-depth interviews with five public relations practitioners of Perumda Tirtawening Bandung City.

The findings indicate that all four roles have been carried out by public relations practitioners in the process of handling customer complaints. The expert prescriber role is reflected in the efforts to identify complaints and convey experience-based recommendations to management. The communication facilitator role is manifested through the management of two-way communication between the company and customers across various channels. The problem-solving facilitator role is implemented through proportional cross-divisional coordination according to the scale of the problem. Meanwhile, the communication technician role is carried out through the production of infographics and the distribution of information via Instagram, WhatsApp, conventional media and online media.

Keywords: *Public Relations Roles, Customer Complaints, Perumda Tirtawening Bandung City, Four Roles Concept of Public Relations*