

ABSTRAK

Fina Apriana : Manajemen *Public Relations* Program SP4N LAPOR Pemerintah dalam Melayani Masyarakat (Studi Deskriptif pada Dinas Komunikasi dan Informatika di Kabupaten Garut)

Perubahan yang begitu signifikan dan transformatif, didorong oleh teknologi digital, media sosial, serta tuntutan transparansi yang tinggi dari masyarakat. Dinas Komunikasi dan Informatika Kabupaten Garut menjadi lembaga pemerintah yang secara aktif mengimplementasikan program SP4N LAPOR untuk memfasilitasi publik. Pentingnya pengelolaan dalam pelayanan yang dilakukan oleh Diskominfo kepada masyarakat, penelitian terkait manajemen *public relations* dalam pelayanan SP4N LAPOR Dinas Komunikasi dan Informatika Kabupaten Garut menarik untuk dilakukan.

Penelitian ini bertujuan untuk mengetahui manajemen *public relations* program SP4N LAPOR Pemerintah dalam Melayani Masyarakat oleh Diskominfo Kabupaten Garut melalui analisis model RACE dari John Marston yang terdiri dari empat elemen diantaranya *research, action, communication, dan evaluation*.

Penelitian ini menerapkan paradigma konstruktivisme dan pendekatan kualitatif untuk memahami pengelolaan SP4N LAPOR secara mendalam. Metode penelitian deskriptif digunakan untuk memberikan gambaran terkait objek dan subjek penelitian. Adapun pengumpulan data dilakukan melalui wawancara mendalam dan observasi partisipasi pasif.

Hasil penelitian menunjukkan bahwa manajemen *public relations* program SP4N LAPOR Pemerintah dalam Melayani Masyarakat oleh Diskominfo Kabupaten Garut dapat terlihat melalui empat elemen RACE, diantaranya : (1) Tahap *research* mencakup identifikasi, verifikasi, serta klasifikasi laporan. Kemudian rekapitulasi dan analisis laporan secara berkala serta melakukan pengukuran opini masyarakat. (2) Tahap *action* mencakup tindakan administratif dan akuntabilitas visual, manajemen diferensiasi laporan dan kepastian waktu pelayanan, serta koordinasi berbasis aplikasi (*whatsapp group*) dan sosialisasi lintas media. (3) Tahap *communication* mencakup pemanfaatan media *online* dan *offline*, pengemasan pesan edukatif melalui infografis dan kampanye digital, serta menerapkan komunikasi dua arah dan transparansi sistem informasi terintegrasi. (4) Tahap *evaluation* mencakup pengukuran tingkat pengetahuan publik dan evaluasi kepuasan melalui survei kepuasan masyarakat, evaluasi perubahan kepercayaan publik dan pemetaan pola sentimen pengguna SP4N LAPOR setelah pelayanan, serta evaluasi perubahan perilaku complain masyarakat dan evaluasi data tahunan sebagai bahan rekomendasi pembuatan kebijakan.

Kata kunci: Manajemen *Public Relations*, SP4N LAPOR, Pelayanan Publik

ABSTRACT

Fina Apriana: Public Relations Management of the Government's SP4N LAPOR Program in Serving the Community (A Descriptive Study of the Communication and Information Technology Office in Garut Regency)

These significant and transformative changes are driven by digital technology, social media, and the public's high demand for transparency. The Garut Regency Communication and Information Technology Agency has become a government agency that actively implements the SP4N LAPOR program to serve the public. Given the importance of service management carried out by Diskominfo for the public, it is worthwhile to conduct research on public relations management in the SP4N LAPOR services provided by the Garut Regency Communication and Information Agency.

This study aims to examine the public relations management of the government's SP4N LAPOR program in serving the community, as implemented by the Garut Regency Communication and Information Office, through an analysis of John Marston's RACE model, which consists of four elements: research, action, communication, and evaluation.

This study applies a constructivist paradigm and a qualitative approach to gain an in-depth understanding of the management of SP4N LAPOR. A descriptive research method was used to provide an overview of the research objects and subjects. Data collection was conducted through in depth interviews and passive participant observation.

The research findings show that the management of the government's SP4N LAPOR public relations program in serving the community by the Garut Regency Communication and Information Office can be observed through the four elements of RACE, namely: (1) The research phase involves identifying, verifying, and classifying reports. It also includes periodically summarizing and analyzing the reports and gauging public opinion. (2) The action phase includes administrative measures and visual accountability, managing the differentiation of reports and ensuring timely service delivery, as well as app-based coordination (whatsApp groups) and cross-media outreach. (3) The communication phase involves the use of online and offline media, packaging educational messages through infographics and digital campaigns, and implementing two way communication and transparency within an integrated information system. (4) The evaluation phase includes measuring public knowledge levels and assessing satisfaction through public satisfaction surveys; evaluating changes in public trust and mapping user sentiment patterns regarding SP4N LAPOR after service delivery; and evaluating changes in public complaint behavior and analyzing annual data to inform policy recommendations.

Keywords: *Public Relations Management, SP4N LAPOR, Public Services*