

ABSTRAK

Assyfa Rahma : Peran humas pemerintahan dalam menangani pengaduan pelayanan kepegawaian (Studi deskriptif kualitatif pada humas kantor regional III BKN Bandung).

Pelayanan kepegawaian masih menghadapi berbagai pengaduan dari pegawai ASN/P3K, terutama yang berkaitan dengan pemahaman terhadap aturan pelayanan, pembaruan data kepegawaian, serta tindak lanjut atas layanan yang diajukan oleh pegawai ASN/P3K. Fenomena tersebut menunjukkan pentingnya peran Humas Kantor Regional III BKN Bandung sebagai penghubung komunikasi, penyampai informasi, sekaligus penghubung komunikasi dalam penanganan pengaduan pelayanan kepegawaian.

Penelitian ini bertujuan untuk mengetahui peran Humas Kantor Regional III BKN Bandung dalam menangani pengaduan pelayanan kepegawaian ASN/P3K berdasarkan teori empat peran humas dari *Broom & Smith* yaitu, penasihat ahli (*Expert Prescriber*), fasilitator komunikasi (*Communication Facilitator*), fasilitator pemecahan masalah (*Problem Solving Process facilitator*), teknisi komunikasi (*Communication Tehnician*).

Penelitian ini menggunakan metode penelitian deskriptif kualitatif dengan paradigma konstruktivisme. Teknik pengumpulan data dilakukan melalui wawancara mendalam dan observasi terhadap informan yang terdiri dari Pranata Hubungan Masyarakat Ahli Pertama, Pranata Sumber Daya Manusia Aparatur Mahir, dan Pengelola Layanan Oprasional di Kantor Regional III BKN Bandung.

Hasil penelitian menunjukkan bahwa peran humas Kantor Regional III BKN Bandung telah menjalankan keempat peran humas dalam menangani pelayanan pengaduan kepegawaian ASN/P3K. (1) Penasihat ahli melakukan analisis terhadap masalah pengaduan, mengidentifikasi jenis pengaduan, memberikan masukan kepada pimpinan mengenai masalah pengaduan. (2) Fasilitator komunikasi mampu untuk membangun komunikasi dua arah dengan pengadu maupun unit kerja yang berwenang. (3) Fasilitator pemecahan masalah melalui koordinasi, keterlibatan dalam penyelesaian masalah dan tindak lanjut pengaduan. (4) Teknisi komunikasi dengan mengelola media komunikasi, mendokumentasikan serta menyusun dan menyampaikan tanggapan pengaduan.

Berdasarkan hasil penelitian dapat disimpulkan bahwa peran humas Kantor Regional III BKN Bandung telah menjalankan perannya secara maksimal dalam menangani pengaduan pelayanan kepegawaian melalui komunikasi, koordinasi, penyelesaian masalah, dan pengelolaan media komunikasi.

Kata Kunci : Humas, Peran Humas Pemerintahan, Pengaduan Pelayanan Kepegawaian, Teori Empat Peranan Humas (*Public Relations*), Kantor Regional III BKN Bandung.

ABSTRACT

Assyfa Rahma : *The role of government public relations in handling complaints regarding personnel services (A qualitative descriptive study at the Public Relations Division of BKN Regional Office III, Bandung).*

Personnel services continue to face various complaints from Civil Servants (ASN) and Government Employees with Employment Agreements (P3K), particularly regarding the understanding of service regulations, the updating of personnel data, and the follow-up on service requests submitted by these employees. This situation highlights the crucial role of the Public Relations unit at BKN Regional Office III Bandung as a communication liaison, information provider, and intermediary in handling personnel service complaints.

This study aims to examine the role of the Public Relations division of BKN Regional Office III Bandung in handling service-related complaints from Civil Servants (ASN) and Government Employees with Work Agreements (P3K), based on Broom and Smith's four public relations roles: expert prescriber, communication facilitator, problem-solving process facilitator, and communication technician.

The study employs a qualitative descriptive research method within a constructivist paradigm. Data collection was conducted through in-depth interviews and observations involving informants specifically a First-Level Public Relations Officer, a Skilled-Level State Apparatus Human Resources Officer, and an Operational Service Administrator at BKN Regional Office III Bandung.

Research findings indicate that the Public Relations division of BKN Regional Office III Bandung has fulfilled all four public relations roles in managing complaints regarding ASN (Civil Servants) and PPPK (Government Employees with Employment Agreements) personnel matters. (1) Expert advisor analyzing complaints, identifying complaint types, and providing input to leadership regarding the issues. (2) Communication facilitator establishing two-way communication with both complainants and the relevant authorized work units. (3) Problem-solving facilitator engaging in coordination, problem resolution, and complaint follow-up. and (4) Communication technician managing communication channels, documenting information, and drafting as well as delivering responses to complaints.

Based on the research findings, it can be concluded that the public relations unit of BKN Regional Office III Bandung has performed its role optimally in handling personnel service complaints through communication, coordination, problem-solving, and the management of communication media.

Keywords: *Public Relations, Role of Government Public Relations, Complaints about Personnel Services, Theory of Four Roles of Public Relations, Regional Office III BKN Bandung.*