

## ABSTRAK

**Carla Monica Amelia** : Sosialisasi Program Penjaminan Mutu Dalam Meningkatkan Pelayanan Prima Bagi Masyarakat (Studi Penelitian Hubungan Masyarakat (Humas) Di Pengadilan Agama Bandung)

Melihat dari zaman yang semakin berkembang dan teknologi yang semakin maju, tidak bisa di pungkiri bahwa media sosial adalah salah satu hal yang penting bagi perkembangan suatu lembaga. Demikian juga dengan perkembangan pelayanan publik di Indonesia, khususnya dalam menghasilkan mutu pelayanan prima bagi masyarakat yang telah menciptakan sebuah persaingan yang semakin ketat sehingga menjadikan lembaga yang bergerak dalam bidang pelayanan public seperti Hubungan Masyarakat (Humas) di Pengadilan Agama Kota Bandung menciptakan suatu pelayanan yang membuat para masyarakat merasa puas akan pelayanan yang diberikannya.

Penelitian ini bertujuan untuk mengetahui maka mengenai proses sosialisasi program penjaminan mutu secara langsung dalam meningkatkan pelayanan prima bagi masyarakat di Pengadilan Agama Bandung, untuk mengetahui sosialisasi penjaminan mutu di Pengadilan Agama Bandung melalui sosial media dalam meningkatkan pelayanan prima bagi masyarakat. Metode penelitian yang digunakan pada penelitian ini yaitu menggunakan analisis deksriptif kualitatif dengan pendekatan kualitatif. Pengumpulan data yang digunakan pada penelitian ini yaitu dengan wawancara, dan observasi dan dokumentasi.

Hasil penelitian yaitu Proses sosialisasi program penjaminan mutu secara langsung di pengadilan agama Bandung dalam meningkatkan pelayanan prima bagi masyarakat, antara lain; 1) Peningkatan pelayanan kepada para pencari keadilan, 2) Penyuluhan Hukum, dan 3) Peningkatan Sumber Daya Manusia (SDM). Sosialisasi penjaminan mutu melalui sosial media dalam meningkatkan pelayanan prima bagi masyarakat di pengadilan agama Bandung, melalui beberapa aplikasi, yaitu: 1) *Aplikasi website*, 2) *Aplikasi instagram*, dan 3) *Aplikasi twitter*.

**Kata Kunci:** Sosialisasi, Penjaminan Mutu dan Pelayanan Prima

## ABSTRACT

**Carla Monica Amelia:** Socialization of the Quality Assurance Program in Improving Excellent Service for the Community (Public Relations Research Study at the Bandung Religious Court)

Looking at the times that are increasingly developing and technology is increasingly advanced, it cannot be denied that social media is one of the important things for the development of an institution. Likewise with the development of public services in Indonesia, especially in producing excellent service quality for the community which has created an increasingly fierce competition so as to make institutions engaged in the field of public services such as Public Relations (PR) at the Religious Court of Bandung City create a service that makes The people are satisfied with the services they provide. By providing excellent service to the community, it can make a school superior in creating a positive image in the eyes of the community.

This study aims to find out about the socialization process of the quality assurance program directly in improving excellent service for the community at the Bandung Religious Court, to find out the socialization of quality assurance at the Bandung Religious Court through social media in improving excellent service for the community. The research method used in this study is to use a qualitative descriptive analysis with a qualitative approach. The collection of data used in this study is by interview, and observation and documentation.

Based on the results of field research, it can be concluded that the process of socializing the quality assurance program directly at the Bandung religious court in improving excellent service for the community, among others; 1) Improving services for justice seekers, 2) Legal Counseling, and 3) Increasing Human Resources (HR). Dissemination of quality assurance through social media in improving excellent service for the community at the Bandung religious court, through several applications, namely: 1) Website application, 2) Instagram application, and 3) Twitter application.

**Keywords:** Socialization, Quality Assurance and Excellent Service