

ABSTRAK

Hani Fatunisa: Strategi *Public Relations* Sekretariat DPRD Kabupaten Sumedang dalam Pelayanan Publik.

Sekretariat DPRD Kabupaten Sumedang merupakan salah satu institusi pemerintahan yang bertugas untuk memberikan pelayanan publik dan menjadi jembatan penghubung antara kepentingan masyarakat dengan Anggota DPRD. Sekretariat DPRD Kabupaten Sumedang menerapkan strategi *public relations* yang berhasil membangun hubungan yang harmonis dengan masyarakat di antara banyaknya institusi pemerintahan yang ada.

Penelitian ini bertujuan untuk mendeskripsikan strategi *public relations* yang dilakukan oleh Sekretariat DPRD Kabupaten Sumedang yang berbasis pada konsep *customer relationship management*.

Penelitian ini menggunakan paradigma konstruktivisme dan melalui pendekatan kualitatif, metode deskriptif dengan teknik pengumpulan data berupa wawancara mendalam, observasi partisipatori pasif dan dokumentasi.

Hasil penelitian menunjukkan bahwa Sekretariat DPRD Kabupaten Sumedang telah menerapkan strategi *public relations* yang mencakup tiga tahap dalam konsep *customer relationship management* yakni; *Pertama*, perencanaan (*planning*) melalui *communicator image planning*, *front office image planning* dan *institution image planning*. *Kedua*, orang (*people*) dengan mempererat hubungan internal melalui kerjasama, serta dilakukannya pembinaan dan pengawasan sumber daya manusia (SDM). *Ketiga*, Proses (*process*) yang mencakup sikap melayani yang ramah namun tetap profesional dalam menjaga keamanan data, kualitas pelayanan yang kompeten, tidak pandang bulu dan telah terintegrasi dengan teknologi serta terdapat proses evaluasi untuk meninjau keberhasilan dalam pelayanan publik yang dilakukan.

Berdasarkan dari hasil penelitian yang dilakukan oleh peneliti, dapat disimpulkan bahwa Sekretariat DPRD Kabupaten Sumedang telah melakukan strategi *public relations* menggunakan konsep *Customer Relationship Management* (CRM).

Kata Kunci: Strategi *Public Relations*, Pelayanan Publik, Sekretariat DPRD Kabupaten Sumedang

ABSTRACT

Hani Fatunisa: Public Relations Strategy of The Secretariat of DPRD Sumedang Regency in Public Service.

The secretariat of DPRD Sumedang Regency is one of the government institutions that provides public services and bridges between the affairs of society and DPRD Members. The Secretariat of DPRD Sumedang Regency implements a public relations strategy that successfully builds harmonious relationships with the society among the many existing government institutions.

This study aims to describe the public relations strategy carried out by the Secretariat of DPRD Sumedang Regency based on the concept of customer relationship management.

This research applies the constructivism paradigm through a qualitative approach, descriptive method with the following data collection techniques; in-depth interviews, passive participatory observation and documentation.

Research findings showed that the Secretariat of DPRD Sumedang Regency has implemented a public relations strategy that includes three stages in the concept of customer relationship management. Firstly, planning stage which is done through communicator image planning, front office image planning and institution image planning. Secondly, people stage by strengthening internal relationships through a teamwork, as well as developing and supervising human resources. Thirdly, process stage which includes a friendly but professional attitude in maintaining data security, competent service quality, indiscrimination and integration to technology, which is followed by an evaluation process to review the success of performed public services.

Based on the results of research that has been done by researchears, it can be concluded that the Secretariat of DPRD Sumedang Regency has carried out public relations strategy using the concept of Customer Relationship Management (CRM).

Keywords: Public Relations Strategy, Public Services, The Secretariat of DPRD Sumedang Regency