

Komunikasi Pelayanan Publik pada Instansi Pemerintah

(Studi Deskriptif Kualitatif Pelayanan Frontliner dalam Meningkatkan Public Engagement di Kalurahan Terong, Kapanewon Dlingo, Kabupaten Bantul D.I. Yogyakarta 2022)

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Abstrak

Pemerintah Kalurahan memberikan pelayanan kepada masyarakatnya agar membangun masyarakat yang mandiri. dengan adanya gagasan ide, dan inovasi dalam pelayanan, diharapkan masyarakat mendapati pelayanan yang prima. Penelitian dengan metode kualitatif mampu mendapatkan jawaban terkait adanya komunikasi yang digunakan dalam proses pelayanan pada sebuah pelayanan di Instansi Pemerintah memberikan keterlibatan masyarakat dalam membangun lingkungannya. Peneliti mengumpulkan data dengan cara wawancara mendalam (*in depth interview*) kepada beberapa narasumber agar memberikan jawaban yang berkualitas. Dalam hal ini Kalurahan Terong selain menjalankan tugasnya sebagai Pemerintah memberikan pelayanan kepada publik seperti *Public information, Public Education, Public Persuasion, dan Public Entertainment*. Sehingga hal ini memunculkan inisiatif masyarakat yang ingin terlibat berbagai kegiatan atau perpanjangan tangan pemerintah dalam menjalankan tugasnya sebagai Pemerintah Kalurahan. Keterlibatan Publik (*Public Engagement*) diukur dari Tingkat Kepercayaan (*Trust*), Tanggung Jawab (*Respect*), dan Tindakan (*Act*). Sehingga minat dan antusias masyarakat merupakan gambaran dari sebuah loyalitas masyarakat yang diberikan kepada Pemerintah setempat.

Kata kunci : *Kualitatif, Komunikasi, Frontliner, Kalurahan, Pelayanan Publik, Public Engagement.*

Communication Services to Government Agencies

(Qualitative Descriptive Study of Frontliner Services in Improving Public Engagement in Kalurahan Terong, Kapanewon Dlingo, Bantul District, D.I. Yogyakarta 2022)

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Abstract

Kalurahan Terong government provides services to its people in order to build an independent society. With the existence of ideas and innovation in service, it is hoped that the community will get excellent service. Research with qualitative methods is able to get answers related to the existence of communication used in the service process at government agencies providing community involvement in building their environment. The researcher collected data by means of in-depth interviews with several informants in order to provide quality answers. In this case, the Kalurahan Terong, besides carrying out its duties as the government, provides services to the public, such as public information, public education, public persuasion, and public entertainment. As a result, people who want to be involved in various activities or as an extension of the government in carrying out their duties as the village government take the initiative. Public engagement (public engagement) is measured by the level of trust (trust), responsibility (respect), and action (action). As a result, the community's interest and enthusiasm are a picture of community loyalty to the local government.

Keywords : *Qualitative, Communication, Frontliner, Kalurahan, Public Service, Public Engagement.*