

Komunikasi Pelayanan Publik

(Studi Kasus Komunikasi Pelayanan Kejaksaan Negeri Sleman Dalam Mengembangkan Inovasi Layanan “Tilang”)

ABSTRAK

Komunikasi pelayanan publik yang efektif diperlukan untuk mengoptimalkan pelayanan publik. Penelitian bertujuan menganalisis aliran pesan komunikasi, hambatan, serta media komunikasi pada optimalisasi inovasi pelayanan publik Tilang Kejaksaan Negeri Sleman. Penelitian menggunakan pendekatan Teori informasi organisasi Karl Weick. Data diperoleh melalui wawancara, observasi, studi dokumentasi, teknik analisis data interaktif Miles Huberman, pengujian keabsahan data dengan triangulasi sumber. Hasil penelitian menunjukkan bahwa aktivitas komunikasi pada optimalisasi inovasi pelayanan publik Tilang melalui komunikasi *dawn ward*, *upward* dan horisontal berjalan cukup baik dan menghasilkan inovasi baru pada pelayanan publik Tilang yaitu kerjasama dengan Kantor Pos Yogyakarta untuk pembayaran denda Tilang dan pengantaran barang bukti Tilang. Pada aktivitas komunikasi tersebut masih ditemukan hambatan berupa hambatan teknis; penguasaan metode, teknik komunikasi tidak tepat, serta kurangnya pemanfaatan sarana prasarana, kemampuan komunikasi yang berbeda-beda, dan hambatan perilaku; sikap pegawai yang kurang memiliki *sense of mission*, egois, persepsi apriori, beberapa pegawai tidak mau berubah. Media komunikasinya antaralain: surat tertulis (nota dinas, memorandum, surat perintah), papan pengumuman, pengeras suara, media sosial, telepon kantor, *handphone*, media cetak; banner, poster, sticker. Kejaksaan Negeri Sleman diharapkan meningkatkan intensitas komunikasi, mengoptimalkan pemanfaatan media komunikasi internal dan eksternal, menunjuk *content creator* agar komunikasi pada optimalisasi inovasi pelayanan kedepannya semakin efektif.

Keyword: komunikasi pelayanan publik, inovasi pelayanan publik, aliran komunikasi, hambatan komunikasi, media komunikasi

Public Service Communication
(A Case Study of the Sleman Public Prosecutor's Office on
Developing “Tilang” Service Innovations)

ABSTRACT

Effective public service communication is needed to optimize public services. This study aims to analyze the flow of communication messages, barriers, and communication media on the optimization of public service innovation of the Sleman Public Prosecutor's Office. This research uses organizational information theory by Karl Weick's. The research data were obtained through interviews, observation and documentation study. Data analysis using interactive analysis techniques by Miles Huberman, testing the validity of the data by triangulation of sources. The results showed that communication activities on optimizing public service innovation for ticketing through dawn ward, upward and horizontal communication ran quite well and resulted in innovations in public ticket services, namely cooperation with the Yogyakarta Post Office for payment of ticket fines and delivery of ticket evidence. In these communication activities, obstacles were still found in the form of technical obstacles; mastery of methods, improper communication techniques, and lack of use of infrastructure, different communication skills, and behavioral barriers; the attitude of employees who lack a sense of mission, selfishness, a priori perception, some employees do not want to change. Communication media include written letters (official notes, memoranda, warrant), bulletin boards, loudspeakers, social media, office telephones, smartphones, printed media; banners, posters, stickers. The Sleman Public Prosecutor's Office is expected to increase communication intensity, optimize the use of internal and external communication media, designate “content creators” so that organizational communication in optimizing future service innovations will be more effective.

Keywords: public service communication, public service innovation, communication flow, communication barriers, communication media