

ABSTRAKSI

Dalam era reformasi birokrasi Pemerintah Kota Yogyakarta mempunyai komitmen untuk mewujudkan pemerintahan yang baik dan bersih. Pola pikir birokrasi harus mampu berubah yaitu dari sikap birokrasi yang selama ini dilayani menjadi birokrasi yang mampu memberikan pelayanan masyarakat. Sebagai wujud pelaksanaan komitmen tersebut Pemerintah Kota Yogyakarta menyediakan fasilitas media komunikasi yang diberi nama Unit Pelayanan Informasi dan Keluhan (UPIK), yaitu media komunikasi berbasis teknologi informasi yang dapat diakses masyarakat untuk menyampaikan aspirasi, masukan dan kritikan serta keluhan. Penelitian ini bertujuan untuk mengetahui pengelolaan media akses UPIK dalam memberikan layanan informasi publik serta upaya yang dilakukan mempromosikan media komunikasi UPIK. Penelitian ini dilakukan di Bagian Humas dan Informasi karena ada Subagian Pelayanan Informasi dan Keluhan sebagai tempat atau sekretariat UPIK. Penelitian menggunakan metode analisis deskriptif kualitatif, observasi langsung, wawancara serta dokumentasi untuk mendapatkan data-data pendukung. Berdasarkan hasil penelitian diketahui bahwa pengelolaan media akses Telepon dan faxcimile tidak optimal, untuk pengelolaan media akses Datang Langsung dan melalui Surat berfungsi sebagaimana mestinya, sedangkan pengelolaan media akses SMS, website UPIK dan email dapat berfungsi dan sering dimanfaatkan masyarakat. Guna ketepatan pengelolaan, sudah ada pedoman layanan atau Standar Operasional Prosedur. Untuk upaya mempromosikan UPIK dilakukan terintegrasi dan berkelanjutan yang dikenal dengan istilah bauran promosi atau promotion mix.

ABSTRACT

In this bureaucracy reformation era The Government of Yogyakarta City has a commitment to make a good and clean governance. This, the bureaucracy mindset should be changed from that of being served by the public to that of serving public. The reason above bases The Government of Yogyakarta City to provide communication media facilities which is named *Unit Pelayanan Informasi dan Keluhan*/Complaint and Information Serving Unit (UPIK) as communication media within information technology base which is able to be accessed freely by the public in order to give their aspiration, suggestion, criticism, and complaint. This research then aims to know the management of UPIK access media as a communication medium of Yogyakarta City Government in giving and providing information service to the public. This research was conducted in Public Relation and Information of Information and Complaint Service Division of the UPIK's office. Beside that, the Division of Information and Complaint Service also has tasks and functions to do management for UPIK's communication media. This research used an analysis of qualitative descriptive method, direct observation, interview, and documentation to get the supporting data for this research. Based on the result of the research can be known that the management of access media in the forms of telephone and faximile are not optimum because they are not function as they should be. On the other hand, the management for access media in the forms of directly come and letters have been well functioning. Meanwhile for the other forms of access media such as SMS, UPIK's website and E-mail function well and are often used and visited by the public. In order to make the management much more precise, there UPIK has provided the service guidance or Procedure Operational Standard for each access. As the effort for promoting UPIK, it has been integratedly and continuously done which are known as promotion mix..