



Public Relations Management in Realizing Primary Service to the Community in the Population and Sleman District Civil Registration

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ABSTRACT

In this research a problem arises, namely how Public Relations Management is in Realizing Excellent Service to the Community at the Sleman Regency Population and Civil Registration Service. This type of research is descriptive qualitative with data collection techniques of observation, interviews and documentation. The subjects of this research are the Secretariat Division of the Service Cooperation and Innovation section and the PIAK Division. This research uses the public relations management process theory according to Cutlip, Center, and Broom. This theory explains the public relations management process starting from determining problems, planning and programming, acting and communicating, and conducting evaluations. From the process of determining the problem, dukcapil public relations found that people felt that processing population documents was complicated, took a long time, and there were people who did not report their population registration. In planning and programming, PR holds internal coordination meetings with structural officials.

INTRODUCTION

On a agency that provides service service or goods, services is matter the main thing to do be noticed with consider How established services can fulfilling and satisfying society. Society today This has given various type facilities available at the agency government, starting from service in a way direct and also No directly. Various method carried out so that the agency the known wide as well as get bait come back positive from public so that build his reputation.

Implementation service government (services public) is effort the country meets needs public with Meaning to obtain objective certain, namely welfare for society. As facilitator service public, government must responsible answer and work hard in apply excellent service to create public satisfaction and trust. As stated in Law of the Republic of Indonesia No. 25 of 2009 concerning Public Service that build trust public on public services carried out organizer public service is activities that must be done done.

Excellent service if applied will make public aware that himself with Good be noted. Based on the Decree of the Minister of Administrative and Bureaucratic Reform No. 63 of 2003 that essence service is giving excellent service to society which is embodiment obligation apparatus government as servant society. For that, the government must responsible answer and work hard in give service the best.

Efforts to realize excellent service itself related close with communication effective two - way communications which is characteristics typical from Public Relations, so that Public Relations is the most effective instrument in planning programs, motivating employees, and influence opinion employee or public.

Repair service public done with various way, one of them with implementing innovation programs that make it easier public fulfil needs. So that the program innovations implemented can walk success, public relations practitioners need implementing strategies, one of which is the only one with do management. Management own position important in ensure that PR practitioners have do task with effective and efficient. Public Relations Management is How planning and coping various obstacles that will found by the company with public

The role of Public Relations in institutions owned by government also known as public relations (Public Relations). The Public Relations Division in agency government play a role convey various information and policies to the community as well as make it easier and help public to obtain service information with the Civil Registry Office Sleman Regency also provides various means and also infrastructure.

Department of Population and Registration Civil Sleman Regency is agency in charge carry out affairs administration population in the field Population and Registration Civil. This means, agency Sleman Dukcapil is related direct with society and do public service with apply and socialize its policy to public. Therefore that, it is needed the role of public relations that can support success activity said. With creation information optimal and

satisfactory public service society, negative assumptions from public No will appear on services provided by Sleman Dukcapil.

As for the reality that is taking place in the field in September 2023 still there is problem in service. The existence of criticism and complaints the community that is expressed in a way direct or via the internet. Complaints the including complicated service processes and time settlement quite an old document.

From the results report Index Community Satisfaction (IKM) towards service, get lowest number compared to with Civil Registry others in the DIY Province. In fact, the community should get good service, right on time time, and can look after its administration with easy. Service that is not satisfying, then will have a negative impact on the agency Civil Registry Sleman Regency. With the amount type services provided to society, no escape How public relations duties in carry out management start from find problem, do planning, implementation, and evaluation. However, the problem is, how implementation of public relations management processes at the Population and Registration Service Civil Sleman Regency in realize excellent service to public as agencies that are facing each other direct with public.

With availability good service, then will realization interest together, get positive feedback, and reputation agency become good. Therefore that, researcher interested For to study problem the with title" Public Relations Management in Realize Excellent Service to the Community at the Population and Registration Service Civil Sleman Regency ".

The problem from study This is to describe How Public Relations Management of Disdukcapil Sleman Regency in realize excellent service to society. The purpose of the research This namely For see like What Public Relations Management of Disdukcapil Sleman Regency in realize excellent service to public.

LITERATURE REVIEW

Public Relations

Public Relations is defined as as practitioner on duty help implementation management company in face problem that is not expected and responded public opinion. According to Cutlip, Center, and Broom said that Public Relations is function management that builds and maintains good and beneficial relationship between organization with the public influencing success or failure organization said. With Thus, public relations has close and bonded relationship with management. With his expertise do planning and building Work same good with various party will push organization reach the purpose.

Public Management Process Relations

In carry out A management, PR practitioners need to through several processes stage structured so that the planned program implemented with maximum and achieve desired goal company. The PR management process used is theory from Cutlip, Center, and Broom are based on four stage namely:

1. Determine Problem

First step This consists of from activity investigation and monitoring knowledge, opinion, attitude, and behavior parties involved and affected by actions and policies organization.

2. Planning and programming

Information collected previously used For make decision related to programs, strategies, goals, actions and communications, tactics and targets. The second step This consider findings in make organizational policies and programs.

3. Act and Communicate

Step three is action implementing the action and communication programs that have been made For reach objective specific for each public in frame reach program objectives.

4. Evaluating the Program

final step from process fourth This consists of from evaluation or preparation, implementation, and results from program activities. Adjustments will done moment program implementation and based on evaluation or bait come back regarding how the program works succeed or No.

Excellent Service

Excellent service is services provided with notice quality good service or quality, presenting maximum service, which can fulfil needs as well as desire public so that public feel satisfied. Service This as form concern company or organization to public.

According to Daryanto, excellent service is service the best given by the company For fulfil hopes and needs customer, good customer in the company and also outside company.

Excellent service strategy is needed notice matter besides carry out method service administration in a way agile, but also, how treat society, with show method serve the best Possible as well as realize perception or assumption positive from party public.

METHODOLOGY

In the research This use paradigm qualitative various constructivism which considers that truth will a reality social seen as results construction social and truth reality social is relative. The method used namely descriptive qualitative purposeful For give accurate depiction related the phenomenon being studied. Research descriptive is the data collected in the form of words, pictures, not numbers. Method descriptive qualitative used in research This so that get overview of the PR management process in realize excellent service to community at the Population and Civil Registry Office Sleman Regency.

Research data This obtained through primary and secondary data sources with technique collect data in a observation, interviews, and documentation. As for the interviews done to PR practitioners in the Cooperation and Innovation Division Service namely Ety Ratnawati, S.Si and in the Management division Information Administration Population (PIAK) namely Yulia Sukawati Suyamto, S.Kom .

In the data analysis process begins with sorting moreover formerly all data obtained. Application of the analysis model Miles and Huberman's interactive on technical Data analysis includes: data reduction, data display, and data presentation. conclusions (verification/withdrawal) conclusion). When data reduction, researcher summarize and classify data into categorical certain in order to be able to create research focus. In data presentation, data is arranged neat and detailed in a way Details in form narrative for researchers can see phenomenon what happened. Next interesting conclusion. Conclusion is felt Enough if information obtained supported by valid data.

RESEARCH RESULTS AND DISCUSSION

Public Position Relations Sleman Civil Registry Office

After do interview found that the Dukcapil Office Sleman Regency No have a special division For public relations field, but there is personnel who perform function said. Public Relations of Dukcapil sleman Alone divided into two parts namely internal public relations in the secretariat division and external public relations in the PIAK division (Management) Administration Population). In realize excellent service, public relations plays a role as communicator and mediator between agency with the public so that the desire second split party fulfilled and a positive image of the agency is formed.

As for internal public relations, its duties are: do function management like planning, directing, and evaluation activity through meeting coordination. While external public relations do function publication various information policies and activities as well as provide means service that makes it easy public in get information. The role of both still in same goal namely in frame realize service a good and orderly society administration.

Defining the Problem

A Public relations practitioners are required know problems that occur in the agency through identification problem. In determine problem, Dukcapil public relations look for root problem and do identification the problem that occurred through excavation information and facts. Identification done with filter opinion public through interactive media between agency with public.

As for the media used are Social Media Instagram and Twitter (X), Google Review, and the Sleman Report Portal. Excavation information through informant key is also done with interview to officer service. This is done Because officer service interact direct with public so that know more about what just complaints and obstacles that occur during the service process.

Problems found namely Lots public feel procedure services at dukcapil slema convoluted, consuming long time, and still there is society that does not report adminduknya. Problems found the Then delivered at discussion forums and meetings internal coordination of services.

In do its role, Sleman Dukcapil public relations as soon as possible Possible look for solutions to problems found quick resolved and public services at Dukcapil Sleman remain optimal. Problems that are left continuously will bother the way it goes performance agency, purpose become No achieved, and detrimental all party in agency Civil registration office.

Planning and Programming

Planning made based on existing data and facts. From the results interview researchers, obtained that public relations and all internal stakeholders carry out deliberation together on a meeting internal coordination for get agreement in set a solution program. Data and facts the field that has been collected delivered to chairman team field related to be carried out recapitulation, then delivered to head midwife and head service For done A discussion.

Sleman Dukcapil Public Relations and stakeholders are implementing strategies to improve excellent service with carry out various activities and innovations For make it easier public.

As for the programs that were formed is Dukcapil Online, innovation Pick up the ball, and strengthen service information public through digital media channels. Dukcapil Online is carried out addition services on the website to expand and simplify service from anywhere and anytime just. Pick up the ball is done For get closer as well as speed up service with visit society. While strengthening service public information is done For improvement effectiveness and efficiency service public. Program established is planning term long and approved Head of Service and Regent of Sleman so that every program created in accordance with the Head of Service Decree and Regulations Regent of Sleman.

Following a number of the strategy stages implemented by public relations and stakeholders in make a program to run in accordance with what was planned and achieved objective.

1. Set Purpose. Purpose from the formation of the program is For repair quality services to realize satisfactory service community, coverage improved services, and the realization of public orderly administration.
2. Formulate Message Communication. Message informative used in publish information related policies, benefits and schedules activities, conditions, and procedures. While persuasive used For invite community to participate in program implementation and awareness importance management document adminduk. Determining the Target Goal. Target goal program is public as applicants and partners Sleman Civil Registry Office.
3. Determining the Media Used. Online media used such as Instagram, Twitter, Youtube, and Websites, whereas print in the form of brochures, banners, newspapers, banners and boards announcement.
4. Manage Resources. On service Dukcapil Online will managed by the PIAK division which is assisted Service Post Officer. PIAK also handles service information through the media. While Pick Up the Ball, Team work that is deployed is officer service counter, E-KTP recording, and Operator. All implementation supported stationery and computer facilities. However , in implementation there is a ball pick up addition in the form of tool mobile and car recording around.

Act and Communicate

Implementation of innovation programs online dukcapil has done addition service from three into five types service. This program also Work The same with government village and health facilities in implementation of POSYANDUK. From the results analysis, on February 22, 2024, POSYANDUK has cooperate with all over sub-districts in Sleman Regency and 21 health facilities with serve more from 7000 documents.

The outreach program is carried out routinely in 17 sub-districts with location village in turns on request village to the Office of the Service. From January until May 2024, this program implemented as many as 57 times with diverse type activities. Activities the among others: Adminduk Comb, Solah Sae, Beautiful Soul, Jafar Blessing, and Idol.

As an information body public services, Dukcapil Sleman combines digital media, including websites, Google reviews, and social media (Instagram, Twitter, YouTube, WhatsApp) to maximize service public information. Digital media will make it easier public in access information without limitation place and time . Improvement information service done start from speed respond comments and messages as well as consistency in spread information to public.

After do analysis, researcher find in program implementation is available a number of public relations activities that encourage success of the program in reach objectives. Activities carried out by public relations so that the program runs maximum among others:

1. Create Communication and Relationships Cooperation. In to make the program a success, public relations builds communication with internal stakeholders starting from convey public opinion, implementing internal meetings, and holding guidance improvement quality of human resources. Guidance the done through technical guidance, workshops, training and evaluations aimed at to employee service and postal service officers. Work The same partners are also done with do agreement and coordination together government villages, health facilities, schools and institutions others . While with party external, done Work The same with mass media to form image positive and also socialization so that the community participate so that the program becomes effective.
2. Utilise Various Media as a Means of Publication. Public Relations always consistent publish activities and policies to the media so that the public knows activities, efforts and achievements Civil Registry in fulfil need its people. On the side other things the done so that the community participate in the program being implemented so that the program runs effective. The media used is an online media such as Twitter, Instagram, YouTube, and websites. While print media in the form of board announcements, banners, brochures, banners and newspapers. Online media is used so that the public can easy get all information service Civil Registry without must visit to office services. While print media used for information spread more wide Because Can accessed by various circles, including society that does not own internet access and public to digital technology.

From the implementation of the program, it was found that the community is very enthusiastic, facilitated and supportive there are programs being held.

Evaluating the Program

In evaluation carried out, public relations measures how much level effectiveness and success from implementation and communication that has been run through meeting coordination evaluation monthly. Evaluation done together internal parties such as chairman team field and guarantor answer. Material evaluation obtained from results recap report performance, service online complaints (Instagram, Twitter, Google Review, Lapor Sleman Portal) and in person look at face. After done evaluation, found public feel helped and made easier with there is a program. The programs created also receive benefits enthusiastic from the community That yourself. From the results evaluation conducted, program implementation has been walk in accordance with purpose, has the occurrence improvement coverage services and achievement of performance targets service. This is also supported with increasing Index Community Satisfaction (IKM) from the number 85.17 becomes 85.60.

As for the things that are supporting factors success from the walk program implementation, including: Providing greeting friendly, giving limitation time service, responsive and reactive, neat appearance, conducive equipment and network. However, from results evaluation conducted Still found several factors that become inhibitor implementation and objectives of the program, including:

1. The number of human resources is lacking adequate compared to with service volume,
2. Limitations budget,
3. Lack of awareness public For report document,
4. Lack of awareness public related use of the Dukcapil Online website,

Factors found Then made into as material follow up and improvement for activities that have been run previously.

CONCLUSION AND RECOMMENDATION

1. Problem found with excavation information and facts through informant keys and digital media then submitted on the discussion forum or meeting internal coordination. Problems found is public feel the process of management document convoluted, old, and still there is society that does not report document its population.
2. In planning and programming strategy is carried out: determine objectives, formulate message communication, determining target objectives, determining the media used , and managing source Power. Program created: addition services at online civil registration, innovation pick up the ball, and strengthen service information public through digital media. Program
3. At the stage act and communicate, public relations does a number of activity For support success of programs such as: building communication and work The same various party, do socialization,

publication information through digital and print media, and holding HR guidance.

4. Program evaluation is carried out through meeting coordination evaluation monthly. Material evaluation collected through report results performance, service complaints, and surveys Community Satisfaction (SKM). From the results evaluation, program implementation has been walk in accordance with purpose, has the occurrence improvement coverage services, achievement of performance targets service, and increasing Index Community Satisfaction (CSI).

ADVANCED RESEARCH

Advanced research on the optimization of public service management in civil registration reveals that integrating digital media and proactive outreach strategies significantly enhances service efficiency and public satisfaction. The study identifies challenges such as bureaucratic complexity and underreporting of population documents, which are addressed through strategic planning, including targeted communication, diversified media usage, and resource management. Implementing innovations like online civil registration services and the "pick up the ball" initiative, alongside strengthening public information dissemination, has proven effective. Continuous evaluation through performance reports, service complaints, and Community Satisfaction Surveys (SKM) demonstrates marked improvements in service coverage, target achievement, and the Community Satisfaction Index (CSI), validating the strategic approach's success.

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