

ABSTRAK

Adi, Nur. 2023. Peran Hubungan Masyarakat PT Kereta Api Indonesia Daop 9 Jember Dalam Meningkatkan Kualitas Pelayanan Kepada Masyarakat. Skripsi Program Studi Ilmu Komunikasi, Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Muhammadiyah Jember. Pembimbing : Ir.H.M. Thamrin, M.Si.

Penelitian ini membahas mengenai peran hubungan masyarakat PT Kereta Api Indonesia Daop 9 Jember dalam meningkatkan kualitas pelayanan kepada masyarakat, dari segi peran humas dalam meningkatkan kualitas pelayanan kepada masyarakat, serta pihak- pihak yang mendukung kinerja humas dalam proses meningkatkan kualitas pelayanan kepada masyarakat dengan kaitannya teori POAC yang merupakan salah satu teori dalam komunikasi di bidang manajemen. Pendekatan penelitian yang digunakan yaitu deskriptif kualitatif, dengan metode pengumpulan data berupa wawancara kepada beberapa kriteria narasumber yaitu, humas, petugas tiket, petugas kebersihan, petugas keamanan. Teknik penentuan data menggunakan teknik purposive sampling. Hasil yang diperoleh dari penelitian ini adalah peran humas berpengaruh terhadap peningkatan kualitas pelayanan kepada masyarakat. Peningkatan kualitas pelayanan tiketing adanya pemesanan tiket melalui aplikasi, pembayaran yang fleksibel. Peningkatan pelayanan kebersihan adanya ruang ibu menyusui, kebersihan toilet dan di dalam kereta api terjaga. Kemudian pelayanan keamanan adanya sistem *lose and found*, peningkatan profesionalisme petugas.

Kata Kunci : Peran Humas, Kereta Api Indonesia, Pelayanan

ABSTRACT

Adi, Nur. 2023. *The Role of Public Relations of PT Kereta Api Indonesia Daop 9 Jember in Improving the Quality of Services to the Community*. Thesis Communication Studies Program, Faculty of Social and Political Sciences, Muhammadiyah University Jember Advisor : Ir.H.M. Thamrin, M.Sc.

This study discusses the role of public relations at PT Kereta Api Indonesia Daop 9 Jember in improving the quality of service to the community, in terms of the role of public relations in improving the quality of service to the community, as well as parties that support the performance of public relations in the process of improving the quality of service to the community with relation to theory POAC which is one of the theories in communication in the field of management. The research approach used is descriptive qualitative, with data collection methods in the form of interviews with several criterion informants, namely public relations, ticket clerks, cleaners, and security officers. The technique of determining the data using a purposive sampling technique. The results obtained from this study are the role of public relations in improving the quality of service to the public. Improving the quality of ticketing services by ordering tickets through applications, and flexible payments. Improving cleaning services with nursing mother's rooms, cleanliness of toilets and on the train is maintained. Then the security service has a lose and found system, increasing the professionalism of officers.

Keyword: *The role of public relation, Indonesia railways, Service*