ABSTRACT

INOVATION OF PUBLIC SERVICE (STUDY AT PT. PLN (PERSERO) WAY HALIM REGION OF LAMPUNG DISTRIBUTION)

By
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Inovation is a changing process to a better direction in public sector. Inovation is a way or even a breakthrough to overcome the traffic jam, and the organization deadlock in the public. The characteristic of the system in public sector is rigid, so that it has to be loosed by affection of inovated custom. Some of mistakes happened are misredd of electrical gauge, calculation and publication of electricity bill paid by the customer, and discontinuance electrical current if customer do not pay the bill right in time are the reasons why PT. PLN (Persero) Way Halim Region of Lampung Distribution creating the inovation of public service.

The aim of this research is to describle how can the public services inovation in PT. PLN (Persero) Way Halim Region of Lampung Distribution Improve it's service quality for the society sort of this research is descriptive with qualitative approachment. Technique of data data interpretation are done by interview, documentation, and observation.

Within this research known that the public service inovation created by PT. PLN (Persero) Way Halim Region of Lampung Distribution is smart electricity, new connecting through call center 123, and checking for the bill via online can’t satisfy the society. Because of these three inovation still can’t handle the public anxiety which is often happening related to electrical extinguisting that bring great loss for society, then PT. PLN (Persero) has to react faster in creating the inovation based on public necessity.

Keywords: Innovation, Public Services, Quality Services