

**STRATEGI UNIT INFORMASI PT ANGKASA PURA II PADA
BANDARA RADIN INTEN II LAMPUNG DALAM MEMBERIKAN
PELAYANAN PRIMA DI MASA PANDEMI *COVID-19***

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ABSTRAK

Sejak tahun 2020 pandemi Virus *Covid-19* melanda dunia, mengakibatkan segala aktivitas terbatas termasuk aktivitas pelayanan di bandara. Oleh karena itu perusahaan perlu untuk menentukan strategi-strategi pelayanan, karena adanya pandemi membuat penilaian publik terhadap pelayanan yang diberikan akan mudah dinilai negatif. Diantaranya dapat memberikan pelayanan prima yaitu memberikan pelayanan yang sebaik mungkin agar penumpang atau pengguna jasa bandara tidak merasa khawatir saat melakukan interaksi dengan petugas.

Penelitian ini bertujuan untuk mengetahui strategi yang diterapkan Unit Informasi PT Angkasa Pura II pada Bandara Radin Inten II Lampung dalam memberikan pelayanan prima di masa pandemi *Covid-19* dan juga kelebihan serta kekurangan dari strategi tersebut. Metode yang digunakan dalam penelitian ini adalah metode deskriptif, yaitu dengan cara mengumpulkan data-data melalui wawancara mendalam, observasi, studi dokumentasi. Metode observasi dilakukan dengan magang selama 40 hari kerja mulai 10 Januari - 07 Maret 2022 di Unit Informasi Bandara Radin Inten II. Adapun hasil dari penelitian ini Unit Informasi Bandara Radin Inten II menjalankan strategi pelayanan prima yaitu menerapkan protokol kesehatan sesuai dengan standar Kemenkes dan menjaga budaya 3S (senyum, sapa, salam) sesuai dengan Standar Operasional Prosedur (SOP). Hingga dapat disimpulkan bahwa pelayanan prima dapat menjaga citra positif perusahaan ketika memberikan pelayanan di masa pandemi *Covid-19*.

Kata kunci: Bandara, Pandemi *Covid-19*, Pelayanan prima, Unit Informasi.

**INFORMATION DIVISION STRATEGY OF THE LIMITED LIABILITY
COMPANY (LLC) ANGKASA PURA II AT RADIN INTEN AIRPORT IN
LAMPUNG ON PROVIDING EXCELLENCE SERVICE DURING THE
COVID-19 PANDEMIC**

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ABSTRACT

Since the spread of Covid-19 pandemic in 2020 hit the world, resulting in a limited activities in various fields, including the service at airports. Therefore, companies need to determine a new strategy because of this. The pandemic has given a bad perception towards the service made by the companies. Such as giving an excellent service in order for the passengers or costumers of the airport can be less worried in doing transaction.

The purpose of this research is to know what kind of strategies implicated in information division of PT Angaksa Pura II in Radin Inten II Airport in Lampung Province on providing service in the middle of pandemic and also to know strength and weakness of the current strategy. This research uses a descriptive method with a depth interview, observation and documentation study in data collection. The observation method was done during the 40 days internship period of writer, start on January 10th - March 7th 2022 under the Radin Inten II Airport information division.

Therefore, the result of this research are, the Information division in Radin Inten II implement the health protocol based on the direction of the Ministry of Health of Indonesia and maintain the 3S protocol (Smile, salute and salam) according to the standard operating procedure (SOP). As concluded that the excellent service can keep the positive image of the company in the middle of pandemic.

Keywords: Airport, Covid-19 Pandemic, Excellent Service, Information Division.