

ABSTRAK

INOVASI *FACE RECOGNITION BOARDING GATE* GUNA PENINGKATKAN KUALITAS PELAYANAN PT. KAI DI STASIUN GAMBIR

Oleh

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Seiring berjalannya waktu perkembangan Teknologi Informasi dan Komunikasi (TIK) terus mendorong kegiatan manusia dalam membuat perubahan dan menjalankan aktivitasnya. Salah satu perusahaan yang memberikan perubahan aktivitas manusia yakni PT Kereta Api Indonesia (Persero) dari segi layanan melalui inovasi *face recognition boarding gate* guna peningkatan kualitas pelayanan PT KAI. Penelitian ini bertujuan untuk memperoleh analisa dan deskripsi penerapan inovasi *face recognition boarding gate* guna peningkatan pelayanan PT. KAI di Stasiun Gambir. Penelitian ini dilakukan menggunakan pendekatan kualitatif deskriptif. Analisis yang dilakukan menggunakan teori atribut inovasi menurut Rogers (1983) yaitu Keuntungan relatif, kesesuaian, kerumitan, kemungkinan dicoba, kemudahan diamati. Data penelitian ini diperoleh dari hasil wawancara, observasi, serta dokumentasi. Hasil penelitian ini menunjukkan bahwa *inovasi face recognition boarding gate* guna peningkatan layanan PT KAI sudah optimal dan sudah memenuhi 5 indikator yang dikemukakan oleh Rogers (1983).

Kata Kunci: Inovasi, *Face Recognition*, Peningkatan Kualitas, Pelayanan Publik

ABSTRACT

FACE RECOGNITION BOARDING GATE INNOVATION TO IMPROVE SERVICE QUALITY OF PT. KAI AT GAMBIR STATION

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Over time, the development of Information and Communication Technology (ICT) continues to encourage human activities in making changes and carrying out their activities. One of the companies that has made changes is PT Kereta Api Indonesia (Persero) in terms of public services through the innovation of face recognition boarding gate to improve the quality of PT KAI services. This study aims to obtain an analysis and description of the application of the face recognition boarding gate innovation to improve PT KAI services at Gambir Station. This research was conducted using a descriptive qualitative approach. The analysis was carried out using the theory of innovation attributes according to Rogers (1983), namely relative advantage, suitability, complexity, possibility of trying, ease of observation. This research data was obtained from interviews, observations, and documentation. The results of this study indicate that the innovation of face recognition boarding gate to improve PT KAI services is optimal and has fulfilled the 5 indicators put forward by Rogers (1983).

Keywords: Innovation, Face Recognition, Quality Improvement, Public Services