

ABSTRAK

ANALISIS POLA KOMUNIKASI GUNA MENINGKATKAN KUALITAS LAYANAN MASYARAKAT DI PT. BUKIT ASAM TBK. UNIT PELABUHAN TARAHAH LAMPUNG

Oleh

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Penelitian ini menyoroti pentingnya pola komunikasi dalam meningkatkan kualitas layanan umum di PT Bukit Asam Tbk. Unit Pelabuhan Tarahan Lampung sebagai perusahaan BUMN di sektor energi dan pertambangan. Dengan metode kualitatif deskriptif melalui wawancara, observasi, dan studi dokumentasi, ditemukan bahwa komunikasi internal Divisi Layanan Umum masih dominan top-down berupa instruksi teknis, sementara petugas lapangan kurang memiliki informasi strategis sehingga kesulitan merespons masyarakat. Komunikasi eksternal lebih banyak melalui jalur formal seperti RT/RW atau tokoh masyarakat, sehingga akses informasi publik menjadi terbatas dan cenderung hanya terkait kegiatan sosial/CSR, bukan program strategis jangka panjang. Mekanisme umpan balik masyarakat juga masih lemah, ditandai dengan aspirasi yang tidak selalu ditindaklanjuti secara cepat maupun transparan. Kesimpulan penelitian menegaskan bahwa pola komunikasi yang diterapkan PT. Bukit Asam Tbk. Unit Pelabuhan Tarahan Lampung masih perlu ditingkatkan agar lebih responsif, transparan, dan partisipatif. Perusahaan perlu memperkuat kapasitas komunikasi petugas lapangan, memanfaatkan media digital untuk memperluas jangkauan, serta membangun sistem umpan balik yang jelas agar kepercayaan masyarakat meningkat dan kualitas layanan umum semakin optimal.

Kata kunci: Pola komunikasi, pelayanan prima, PT. Bukit Asam Tbk., layanan umum, masyarakat sekitar

ABSTRACT

ANALYSIS OF COMMUNICATION PATTERNS TO IMPROVE THE QUALITY OF COMMUNITY SERVICES AT PT. BUKIT ASAM TBK. TARAHAN PORT UNIT LAMPUNG

By

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This study highlights the importance of communication patterns in improving the quality of public services at PT Bukit Asam Tbk, Tarahan Port Unit, Lampung, as a state-owned enterprise in the energy and mining sector. Using a descriptive qualitative method through interviews, observations, and documentation studies, the findings reveal that internal communication within the General Services Division remains predominantly top-down in the form of technical instructions, while field officers lack access to strategic information, making it difficult for them to respond directly to public questions or complaints. External communication is mostly channeled through formal structures such as neighborhood leaders (RT/RW) or community figures, limiting public access to information that is often restricted to social or CSR activities rather than long-term strategic programs. Furthermore, the feedback mechanism from the community remains weak, as aspirations are not always followed up promptly or transparently. In conclusion, the communication patterns applied by PT Bukit Asam Tbk, Tarahan Port Unit, still need significant improvements to become more responsive, transparent, and participatory. The company should strengthen the communication capacity of field officers, utilize digital media to expand outreach, and establish a clear feedback system to build greater community trust and enhance the quality of public services.

Keywords: *Communication patterns, excellent service, PT Bukit Asam Tbk, public service, surrounding community*