

## **ABSTRAK**

### **OPTIMALISASI PELAYANAN PUBLIK OLEH PT. POS INDONESIA DALAM PENYALURAN BANTUAN SOSIAL**

**(Studi Kasus Kantor Pos Bandar Agung Lampung Tengah)**

**Oleh**

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Penelitian ini mengkaji efektivitas pelayanan publik dalam penyaluran bantuan sosial Kantor Pos Bandar Agung, dengan fokus pada dinamika pelayanan, faktor pendukung dan penghambat, serta strategi optimalisasi distribusi bantuan. Tujuan penelitian adalah menganalisis capaian pelayanan yang mencapai 95,16%, mengidentifikasi kendala operasional, dan mengevaluasi kesesuaian praktik pelayanan dengan prinsip *New Public Service* dan *public enterprise*.

Penelitian menggunakan metode kualitatif studi kasus melalui observasi, wawancara, dan dokumentasi. Analisis data dilakukan secara deskriptif-analitis untuk memahami keterkaitan antara tata kelola pelayanan, nilai sosial, dan efisiensi operasional. Temuan menunjukkan bahwa pelayanan berjalan relatif efektif dan transparan melalui prosedur verifikasi data, koordinasi antaraktor, serta strategi adaptif seperti manajemen antrean dan pelayanan inklusif. Kendala utama berasal dari keterbatasan sarana, gangguan sistem, dan kesenjangan pemahaman masyarakat terhadap prosedur pelayanan.

Secara teoretis, hasil penelitian mendukung prinsip *New Public Service* yang menekankan orientasi pelayanan pada warga negara serta *public enterprise* yang mengintegrasikan efisiensi dan keadilan sosial. Strategi adaptif organisasi terbukti menjaga keberlanjutan pelayanan meskipun terdapat keterbatasan sumber daya. Implikasi praktisnya menyoroti pentingnya penguatan infrastruktur, peningkatan kapasitas sumber daya manusia, dan sinergi antaraktor pelayanan guna meningkatkan kualitas pelayanan publik.

Kata kunci: pelayanan publik, *New Public Service*, *public enterprise*, bantuan sosial, optimalisasi pelayanan.

## **ABSTRACT**

### **OPTIMIZATION OF PUBLIC SERVICE BY Pos Indonesia IN SOCIAL ASSISTANCE DISTRIBUTION (Case Study of Bandar Agung Post Office, Central Lampung)**

**By**

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This study examines the effectiveness of public service in the distribution of social assistance at the Bandar Agung Post Office, focusing on service dynamics, supporting and inhibiting factors, and strategies for optimizing distribution. The objective of the research is to analyze service performance, which reached 95.16%, identify operational constraints, and evaluate the alignment of service practices with the principles of *New Public Service* and *public enterprise*.

A qualitative case study approach was employed using observation, interviews, and documentation. Data analysis was conducted descriptively and analytically to understand the interrelation between service governance, social value, and operational efficiency. The findings indicate that service delivery was relatively effective and transparent through data verification procedures, inter-actor coordination, and adaptive strategies such as queue management and inclusive service mechanisms. Major constraints included limited infrastructure, system disruptions, and gaps in public understanding of administrative procedures.

Theoretically, the results support the principles of *New Public Service*, which emphasize citizen-oriented service, and *public enterprise*, which integrates efficiency with social equity. Organizational adaptability proved essential in maintaining service continuity despite resource limitations. Practical implications highlight the importance of strengthening infrastructure, enhancing human resource capacity, and fostering inter-agency collaboration to improve the quality of public service delivery.

**Keywords:** public service, New Public Service, public enterprise, social assistance, service optimization.