

ABSTRAK

DAMPAK PROGRAM SOSIALISASI SEPUTAR LAYANAN INFORMASI DAN PENGADUAN MASYARAKAT (SERASI-PADU) TERHADAP PENGUATAN KINERJA HUMAS DALAM MENINGKATKAN AKSES LAYANAN INFORMASI

(Studi Di Kantor Wilayah BPN Provinsi Lampung)

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Pelayanan informasi publik di sektor pertanahan dihadapkan pada kompleksitas administratif, keberagaman kanal layanan, dan meningkatnya tuntutan keterbukaan informasi, sehingga menuntut peran aparatur Humas dalam pengelolaan informasi dan pengaduan masyarakat secara terkoordinasi dan responsif. Program SERASI-PADU merupakan upaya Kementerian Agraria dan Tata Ruang/Badan Pertanahan Nasional dalam penguatan kapasitas aparatur Humas guna memahami mekanisme layanan, mengelola kanal pengaduan, serta meningkatkan keterjangkauan akses informasi publik. Penelitian ini bertujuan menganalisis dampak Program SERASI-PADU terhadap penguatan kinerja aparatur Humas dalam meningkatkan akses layanan informasi di Kantor Wilayah BPN Provinsi Lampung dengan menggunakan indikator evaluasi dampak dan kriteria evaluasi layanan informasi publik. Penelitian menggunakan metode kualitatif dengan pendekatan deskriptif melalui wawancara mendalam dengan aparatur Humas, Pejabat Pengelola Informasi dan Dokumentasi (PPID), dan masyarakat, yang didukung observasi lapangan serta telaah dokumen. Hasil penelitian menunjukkan bahwa pelaksanaan Program SERASI-PADU berhubungan dengan (1) meningkatnya kinerja aparatur Humas, (2) meningkatnya pengaduan masyarakat melalui kanal resmi, (3) meningkatnya pemanfaatan akses layanan informasi dan pengaduan oleh masyarakat. Rekomendasi penelitian masih diperlukan upaya lanjutan untuk meningkatkan pemerataan akses dan konsistensi respons layanan guna mendukung keberlanjutan program.

Kata Kunci: Evaluasi Dampak, SERASI-PADU, Kinerja Humas, Akses Layanan Informasi, Pelayanan Publik

ABSTRACT

THE IMPACT OF THE SOCIALIZATION PROGRAM ON INFORMATION SERVICES AND PUBLIC COMPLAINTS (SERASI-PADU) ON STRENGTHENING THE PERFORMANCE OF PUBLIC RELATIONS IN IMPROVING ACCESS TO INFORMATION SERVICES

(A Study at the Regional Office of BPN, Lampung Province)

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Public information services in the land sector are faced with administrative complexity, diversity of service channels, and increasing demands for information transparency, thus requiring the role of Public Relations officers in managing information and public complaints in a coordinated and responsive manner. The SERASI-PADU Program is an effort by the Ministry of Agrarian Affairs and Spatial Planning/National Land Agency to strengthen the capacity of Public Relations officers to understand service mechanisms, manage complaint channels, and increase the accessibility of public information access. This study aims to analyze the impact of the SERASI-PADU Program on strengthening the performance of Public Relations officers in improving access to information services at the Lampung Province BPN Regional Office using impact evaluation indicators and public information service evaluation criteria. The study used a qualitative method with a descriptive approach through in-depth interviews with Public Relations officers, Information and Documentation Management Officers (PPID), and the public, supported by field observations and document reviews. The results of the study indicate that the implementation of the SERASI-PADU Program is related to (1) increased performance of Public Relations officers, (2) increased public complaints through official channels, (3) increased utilization of access to information and complaint services by the public. Research recommendations still require further efforts to improve equitable access and consistency of service responses to support program sustainability.

Keywords: *Impact Evaluation, SERASI-PADU, Public Relations Performance, Access to Information Services, Public Service*